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Media scope®

August 1960 75 Cents

use 100 business papers
effective communication
specialized audiences."

JAMES W. MURPHY

E. RAYMOND KINSTLER



Meet Edith Eager
the gal who does things . . .
the most delightful things . . .
to circulation



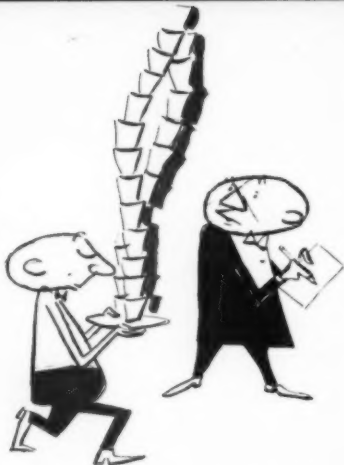
Edith entered the picture, as do most women, when some man popped a question. "What would happen," asked the publisher, "if we used personal interviews in addition to mail questionnaires and Western Union to verify our circulation?"



But because the publisher wanted personal interviews at all plants receiving more copies, he needed hundreds of girls like Edith. Somewhat overwhelmed he put the entire matter into the hands of the Harvey Research Organization.



How many engineers are there at this address actually doing design work?



About how many draftsmen, technicians, design detailers, etc. are there at this address working with the engineers?



We want to be sure that one copy of MACHINE DESIGN is being delivered to the address for at least every four engineers. If more copies are needed, would you tell me to whom they should be addressed?



Questions . . . and still more questions. Other products or equipment designed or manufactured at this address? Any new engineering groups or departments (any place)? Mailing address? Person in charge of new department?



But eventually Edith comes to the final question which turns scowls into smiles . . . "We are reading and using MACHINE DESIGN, and would like to have you continue sending it." (signature)



And so it is that every hour . . . every . . . every week . . . your best customers and prospects are being personally interviewed by Edith Eager, or one of her doubles, to verify the circulation of MACHINE DESIGN.



ables for Edith are thoroughly instructed on how to get all the information needed to complete questionnaires. One of their most important instructions, of course, is to see the man of highest responsibility for design engineering.



The first question: is the company name and address correct?



Will you tell me if these stencils are correct?



What is located at this address? Manufacturing plant? General offices? Government establishment? Educational institution? Research laboratory? Consulting engineering firm? Is it some other kind of establishment? Specify:



What is the one principal product manufactured or service performed at this address?



What machinery or equipment is designed or manufactured here for your own use?



And so it is, too, that every MACHINE DESIGN salesman insists upon drinking a toast to Edith Eager "and all the Ediths in the world." Why? Because more than any other space salesman, he knows that his magazine is going to the right people . . . at the right plants . . . at the right time.

Personally Verified Circulation is only one reason why MACHINE DESIGN offers you greater value for your advertising dollar. Ask your MD man for the leadership facts about editorial awards . . . independent reader preference studies . . . reader response . . . advertising volume . . . and other yardsticks of media evaluation.

MACHINE DESIGN



A Penton Publication, Penton Building, Cleveland 13, Ohio

No son todos los Tiempos unos*...Cervantes

Our *time* is different. First, it is spent in careful programming to the widest practical variety of tastes and needs of our nearly 700,000 television families. Second, our accent is on quality. We believe that *that* variety and quality make the difference . . . not only in the superior merit of our programming but in the size and composition of the audiences which regularly enjoy it.


When an advertiser buys *time* in the Maryland Market, this difference will make a positive difference to him—a difference in the attention his message will

receive . . . a difference in the wide variety of needs of those who will watch it . . . a difference in the buying power motivated as a result of it.

"All *times* are not alike . . ." the poet philosopher says. At WBAL-TV 11 in Baltimore, the difference shows in the positive effect our *time* has on the Maryland Market.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc. 

*ALL TIMES ARE NOT ALIKE . . . Cervantes

Media scope

published by Standard Rate & Data Service, Inc.

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COVER	J. W. Murphy, advertising manager of Industries Group, Allis-Chalmers, Milwaukee, Wisconsin. Drawing by E. Raymond Kinstler.
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SUBSCRIPTION RATES AND QUALIFICATIONS

For qualified people in media buying in the U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.

For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.

Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Road, Skokie, Ill. Printed in U. S. A. Accepted as controlled circulation publication at Lafayette, Ind., and Skokie, Ill. Copyright 1960 by Standard Rate & Data Service, Inc. Change of mailing address must reach Circulation Department two weeks in advance of publication date.

A Strong, Independent Publication ... the Auto Industry's Best Security

When my late husband, George M. Slocum, established AUTOMOTIVE NEWS in 1925, he showed great faith in the automotive industry and its future. Every dollar he possessed and every ounce of his energy went into making AUTOMOTIVE NEWS a publication that would serve a great industry.

Under Mr. Slocum's guidance, AUTOMOTIVE NEWS grew and prospered, just as the automotive industry did. The problems of the industry were also the problems of our publication, but Mr. Slocum always took the ups and downs in his stride, having unshakeable faith in ultimate success.

Why do I make a point about AUTOMOTIVE NEWS being an independently-owned publication? It is my feeling, as I know it was Mr. Slocum's, that in order to provide the kind of publication the automotive industry needs, the owners of that publication must have their heart and soul in the auto industry.

At the time of Mr. Slocum's death in 1949, some of my friends advised me to sell the publication, but that would not have been in keeping with Mr. Slocum's ideals. I knew that all the employees of AUTOMOTIVE NEWS, which I like to call the "Automotive News family," would help me carry on Mr. Slocum's work.

The publication was strong and vigorous in 1949, and it has grown steadily ever since. It has been very successful, and the rewards of that success have been reinvested to make AUTOMOTIVE NEWS an even better publication.

Our editorial department, virile and impartial, is the largest in our field. Our printing is the most modern and of the highest quality. Every subscriber is carefully serviced with the latest electronic equipment, and, I'm proud to say, we now occupy our own new building in the heart of the Motor City.



In the first six months of 1960, AUTOMOTIVE NEWS was at an alltime high from every standpoint. We believe this true because, as an independent publication, we live with our industry—and, as we prosper, we share our prosperity with our readers.

I have great faith in the many members of the AUTOMOTIVE NEWS family. Together we shall continue to serve this great industry through an AUTOMOTIVE NEWS that is strong, vigorous and independent.

Marcel H. Slocum

Chairman of the Board and President

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Member



Member



Media/scope, August

MEMO TO MEDIA:

MORE INFORMATION ON MEDIA/SCOPE

As a result of the continued growth and enhanced stature of Media/scope, it was decided to conduct basic research on the publication and its market.

We employed Audits & Surveys Company, Inc., who told us that to meet the objectives we had set, we needed approximately 400 completed personal interviews among our audience. Further, they insisted that we insure a geographic dispersion within our sample and that both advertiser and agency personnel, from a variety of types and sizes of companies, would have to be interviewed.

We developed a master list of readers of Media/scope located in sixteen cities. This list contained the names of both advertiser and agency people. From this master list Audits and Surveys independently selected the final sample and personally interviewed 392 individuals.

Although there were many objectives in this project, those concerning reader traffic were:

1. To determine how well Media/scope editorial is read.
2. To determine how helpful and informative readers consider Media/scope editorial to be and how comprehensively it covers their needs.

Space limits my ability to describe here the techniques used. If you are interested in a description of these techniques, you are invited to write to me and I will be glad to send you such a description.

Here's what we found out . . .

1. Media/scope is a well read publication. Readership is literally from cover to cover. The articles and departments appearing in the back of the issue are generally as well seen and read as those elsewhere in the book.

Issue	<u>1st 20%</u> of issue	<u>2nd 20%</u> of issue	<u>3rd 20%</u> of issue	<u>4th 20%</u> of issue	<u>5th 20%</u> of issue	<u>Base</u>
	SAW READ %	SAW READ %	SAW READ %	SAW READ %	SAW READ %	# of Indiv.
Nov. '59	51 34	72 52	47 25	39 17	56 40	73
Dec. '59	73 49	58 34	69 45	56 34	49 34	73
Jan. '60	62 40	57 33	63 38	52 25	50 31	89

This table reads as follows:

Of the 73 individuals who qualified as readers of the November, 1959, issue and completed the detailed "reader-traffic analysis," 51% reported seeing the editorial items

(Over)

studied in the 1st 20% of the issue . . . and 34% reported reading all or most of the content of the items.

2. Media/scope editorial has vitality. The survey showed, on the average, for the three issues studied, 57.3% of the readers who began an item either finished it, or read most of it, and of all readers, 72% said they found it helpful or informative. In addition, the majority of respondents gave high interest ratings to editorial areas intensively covered by Media/scope.

Although we also interviewed former subscribers and prospects, the table below shows the job titles of the subscriber respondents interviewed. Media/scope's subscribers are, as expected, largely buyers of advertising with a variety of job titles.

Media/scope Subscriber (Respondents)

Job Titles By Industry Group

	<u>Advertisers</u>	<u>Ad Agencies</u>
	%	%
Media director	3.2	31.5
Media supervisor, media manager	6.4	4.6
Assistant media manager, assistant media super.	1.1	5.6
Media buyer	2.1	20.4
General advertising personnel, account exec.	61.7	4.6
Company officer, president, treasurer	12.7	27.7
Sales manager, sales promotion manager	3.2	---
Other, research marketing personnel	9.6	5.6
Total	100.0	100.0

We thought you would be interested in this information and in Media/scope's continuing interest in providing material of this kind for its advertisers and prospective advertisers to help them in making their judgments as to where to place their advertising promotion.

Sincerely,

A. W. Moss

A. W. Moss

Assistant Publisher

MEDIA/SCOPE

serving the media-buying function
Published monthly by
Standard Rate & Data Service, Inc.

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Roger Barton

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J. Ceithaml, *Senior Vice-President & Treasurer*

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Orchard 5-8500

EDITORIAL & SALES OFFICE

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Murray Hill 9-6620

SOUTHWESTERN OFFICE

James H. Cash Co.
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Fleetwood 1-4523

PACIFIC COAST OFFICE

Don Harvey & Co.
1709 W. Eighth Street
Los Angeles 17, Calif.
Hubbard 3-5141

From the publisher's notebook



WHY SO MUCH ON RESEARCH?

Earlier this year, I said I would discuss aspects of MEDIA/SCOPE's editorial features and policies from time to time.

I am sure our readers frequently have occasion to ask themselves why, for example, does MEDIA/SCOPE run so much editorial on research? Or they may ask: Why don't we broaden our appeal to cover a wider area of marketing?

These are only two of the many questions which could be asked. Let us dispose of the latter first, because it calls for but a short and positive answer. MEDIA/SCOPE will not expand its editorial coverage outside the important area which its oft repeated slogan clearly defines: "... for the people who buy or influence the buying of advertising—and nobody else." We want to keep our service strong, directed at those people, and multiplying in usefulness to them as the years go by. We believe this to be a broad area in itself, but not so broad that we can not handle the subject in depth.

As for question number one, about our interest in research, we are simply following the dictates of our readers. The spotlight is on research as never before. It has captured the imagination of the buyer of media as a principal solution to the sometimes unsupported claims of media, and as a guide through the maze of other uncertainties which confront him. It likewise presents new opportunities to media that believe in what they are offering, and have the courage of their convictions to give proof of it.

It is of acknowledged economic importance to research the potentialities of a market for a given product. Is it not equally important to test or research the power of media to effectively communicate an advertising message to that market? And is it not also important to measure the degree of motivation which follows as measured by the sales chart?

Maxwell Ule, senior vice president of Kenyon & Eckhardt, in addressing the New York Advertising Media Planners, recently said (MEDIA/SCOPE, December 1959) that measurement techniques which will enable advertisers to obtain maximum use of advertising dollars "and revolutionize this business are available today and will be in operation within a year."

Ruth Rose, media director, Kameny Associates, N. Y., quoted in the same issue, says: "Too often, media selection is unwittingly influenced by prejudice, personal familiarity with a publication, opinions of a client who subscribes, inclinations toward a certain space salesman, or the job a magazine did for another client last year. The media buyer must completely detach himself from preconceptions and consult current facts."

In the firm belief that MEDIA/SCOPE is serving its readers best with ample editorial content on the many-sided aspects of research, you may expect future issues to be as informative on the subject as those of the past. But we will not stray from our purpose of relevancy and significance in what we believe to be the most important subject in advertising yesterday, today and tomorrow: media buying.

Walter E. Botthof



She hears you best with her shoes off

No school bus, no laundry, no rush. No reason at all that she can't settle down, relax, and enjoy herself while she reads and shops in **Sunday Magazines**.

That's the beauty of **Sunday**. Your advertising is read with time and interest. Starch figures show women read and remember more of the four-color national ads in **Sunday Magazines** than they do similar ads in *Life*, *This Week*, *McCall's*, *The Post* and four other competitors. Yet, you pay less \$ per thousand in **Sunday** than you do in the others.

Reading the Sunday papers is a thriving family tradition. Reaction to the ads in the Sunday papers is a proven fact. **Sunday Magazines'** readers spend more money for food, automobiles, cigarettes, appli-

ances, travel, photographic equipment, vacation travel — and just about any other column on a marketing table — than do readers of any other publication. Each week 18,400,000 **Sunday Magazines** enter homes in America's top markets. Go in with them. You'll meet more people, earning more money and buying more products than you will in any other publication.

If you want to talk to 50% of the families in the top 50 markets where 50% of all retail sales are made — there's just one *best* way in print: The **Sunday Magazines'** 50-50-50 plan.

For more information on how and why **Sunday** advertising is translated into more sales on Monday and Tuesday and Wednesday and so on...

...just look at the opposite page



She hears you best with her shoes off

Shod, or unshod, **Sunday** Magazines deliver more adult readers than any other publication you can buy. If you'll call MU 9-8200, a **Sunday** salesman will be pleased to fill you in on all the other categories where **Sunday** Magazines prove out as the one "must" for your national schedules.

1 CIRCULATION

Sunday	18,395,195
THIS WEEK	13,359,114
READER'S DIGEST	12,000,000
AMERICAN WEEKLY	9,925,322
PARADE	9,811,686
LIFE	6,700,000
SAT. EVE. POST	6,250,000
LADIES' HOME JNL.	6,300,000
McCALL'S	6,300,000
BETTER H. & G.	4,850,000

2 AVERAGE FAMILY COVERAGE

	Total U.S.	17% Metro Areas
Sunday	37%	46%
THIS WEEK	26	30
READER'S DIGEST	23	24
AMERICAN WEEKLY	21	25
PARADE	18	22
LIFE	11	13
SAT. EVE. POST	10	10
LADIES' HOME JNL.	10	11
McCALL'S	9	9
BETTER H. & G.	8	9

3 CPM 4-COLOR PAGE

Sunday	\$3.41
THIS WEEK	3.75
READER'S DIGEST	3.35
AMERICAN WEEKLY	3.90
PARADE	3.84
LIFE	7.02
SAT. EVE. POST	6.68
LADIES' HOME JNL.	5.25
McCALL'S	5.10
BETTER H. & G.	5.88

4 AVERAGE READERSHIP BY WOMEN OF EDITORIAL PAGES ONLY

	Noted	R.M.
Sunday	71%	41%
THIS WEEK	56	33
READER'S DIGEST	n.a.	n.a.
AMERICAN WEEKLY	64	40
PARADE	n.a.	n.a.
LIFE	51	27
SAT. EVE. POST	n.a.	n.a.
LADIES' HOME JNL.	59	36
McCALL'S	n.a.	n.a.
BETTER H. & G.	n.a.	n.a.

5 WOMEN READERSHIP 4-COLOR NAT'L ADS

	Noted	R.M.
Sunday	53%	11%
THIS WEEK	46	9
READER'S DIGEST	33	7
AMERICAN WEEKLY	44	8
PARADE	54	9
LIFE	34	6
SAT. EVE. POST	37	5
LADIES' HOME JNL.	44	10
McCALL'S	39	8
BETTER H. & G.	n.a.	n.a.

6 1959 ADVERTISING REVENUE

Sunday	\$50,000,000
THIS WEEK	42,800,000
READER'S DIGEST	33,100,000
AMERICAN WEEKLY	15,800,000
PARADE	24,500,000
LIFE	134,400,000
SAT. EVE. POST	97,600,000
LADIES' HOME JNL.	30,800,000
McCALL'S	20,300,000
BETTER H. & G.	25,600,000

7 NUMBER OF MEN READERS 18 AND OVER

Sunday	15,268,000
THIS WEEK	10,287,000
READER'S DIGEST	9,600,000
AMERICAN WEEKLY	7,543,000
PARADE	7,357,000
LIFE	6,296,000
SAT. EVE. POST	5,625,000
LADIES' HOME JNL.	1,134,000
McCALL'S	1,323,000
BETTER H. & G.	1,940,000

8 NUMBER OF WOMEN READERS 18 AND OVER

Sunday	17,475,000
THIS WEEK	12,157,000
READER'S DIGEST	11,280,000
AMERICAN WEEKLY	8,933,000
PARADE	8,732,000
LIFE	6,633,000
SAT. EVE. POST	5,625,000
LADIES' HOME JNL.	6,678,000
McCALL'S	6,741,000
BETTER H. & G.	4,899,000

SOURCES

1. Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/60. General Magazines—Publishers' Guarantees.
2. Circulation—Latest available Audit Reports 1/1/59. Households—Sales Management 5/59.
3. Rates—Latest announced rates—SRDS June 1960. Circulation—Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/60. General Magazines—Publishers' Guarantees.
- 4, 5. Daniel Starch & Staff.
6. P.I.B. and publishers' own estimates.
- 7, 8. Circulation: Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/60. General Magazines—Publishers' Guarantees. Audiences: Daniel Starch & Staff.

Sunday

SPORTS ILLUSTRATED carried more pages of regional advertising in first-half 1960 than any other magazine except TV Guide.*

*Source: PIB. SPORTS ILLUSTRATED carried a total of 417 pages of regional advertising during the first six months of 1960—a 33% increase in pages over the same period last year. Contributing to this overall increase in pages were major gains in the following PIB classifications: Apparel, Footwear & Accessories; Automotive, Automotive Accessories & Equipment; Drugs & Toiletries; Gasoline, Lubricants & other Fuels; Sporting Goods & Toys; Travel, Hotels & Resorts.

The Regional Editions of SPORTS ILLUSTRATED—Circulations, areas covered, and basic page rates effective January 1, 1961. Current rates etc. are available on request (SPORTS ILLUSTRATED rate card #8).



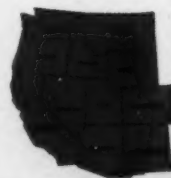
325,000
Base net paid circulation
1 page B&W rate — \$2530;
four color — \$4230



225,000
Base net paid circulation
1 page B&W rate — \$1765;
four color — \$2940



130,000
Base net paid circulation
1 page B&W rate — \$1150;
four color — \$1840



200,000
Base net paid circulation
1 page B&W rate — \$1595;
four color — \$2655

Helping advertisers cater to regional product preferences... enabling others to "personalize" their national advertising through the lists of local dealers and retail outlets... adding national magazine prestige to campaigns that can't yet afford national magazine budgets... these are just three of the ways in which the Regional Editions of SPORTS ILLUSTRATED are helping more and more marketers sell their products and services.

For more complete information—including an additional thirteen ways in which the Regional Editions of SPORTS ILLUSTRATED may be ideally suited to fit your marketing plans—simply call or write William A. Marr, Regional Advertising Manager, SPORTS ILLUSTRATED, Time & Life Bldg., Rockefeller Center, New York 20—Judson 6-1212, and arrange to see our 15-minute presentation entitled, "16 Ways to Use Regional Advertising."



Scope on Media

A LOOK AROUND AND A LOOK AHEAD

11 MAGAZINES PROFILED

The Media Image Profiles developed by John F. Bolger, Jr., head of his own research company in Chicago, are gaining in prominence, through sponsorship by a group of 12 magazines, and current publication of some of the findings by five magazines in the group. A pilot study of the same kind was made by Mr. Bolger at his own expense in Wichita last summer (see MEDIA/SCOPE, September 1959), and he did a study of a related nature for Marsteller, Rickard, Gebhardt and Reed to secure a profile of business papers as a whole earlier in 1959 (see MEDIA/SCOPE May 1959). But this is the first study of the kind made under individual media sponsorship, with the results to be publicized by the following five magazines: *Argosy*, *Better Homes & Gardens*, *Family Weekly*, *National Geographic*, and *U. S. News & World Report*.

Image profile scores in the current report (Consumer Magazines 1960-61) are given for the sponsoring magazines listed above and also for *Life*, *Saturday Evening Post*, *Holiday*, *American Home*, *Time*, and *Newsweek*. The magazine "personality" traits are as follows:

Good-will:	friendly, homespun, warmhearted, public-spirited
Dynamic:	lively, imaginative, dynamic, pioneering, courageous
Information:	timely, informative, useful
Entertainment:	interesting, enjoyable
Cultural:	cultural, sophisticated
Intelligence:	intelligent, authoritative, penetrating, interpretative
Influence:	thought-provoking, emotion-stirring, opinion-making, action-provoking, memorable
Format:	clear, artistic
Scope:	varied, thorough
Moral:	reliable, ethical, unbiased

The Image Profiles are developed from interviews with subscribers of each of the publications under examination. Subscribers rate the image in accordance with 32 characteristics. Results are tabulated and translated to an index basis for comparison between traits for each publication, and for comparison of the resulting profile between magazines in similar fields. The results are printed onto

ingeniously contrived overlays that can be placed on top of each other for comparison in the report.

The kind of thing that shows up in this report is: a high rating for *Argosy* as lively; top scores for *National Geographic* as interesting, enjoyable, cultural; a relative high for *Holiday* as sophisticated.

A similar study of general business publications, says Mr. Bolger, is due out this October, and one on newspapers in summer 1961. Trade and professional publications in certain competitive fields will be profiled in 1961, and consumer magazines again in 1962.

CHANGING MEDIA PRICES

As competition for the advertising dollar grows, advertiser demand for volume discounts is gaining more acceptance among media. The most recent reflection of this trend is the new rate structure to which the U.S. Edition of *Reader's Digest* will move in January. It will offer frequency-volume discounts of up to 15 per cent. In announcing the new discounts, the magazine quite significantly claimed that its "incentives for frequency equal or exceed those existing in radio and television."

The *Reader's Digest* discount for a six-page advertiser will be 10 per cent (four times the current discount of 2½ per cent). The 12-page discount goes up from 5 to 12½ per cent; the 24-page discount goes up from 7½ to 15 per cent. It is, at the same time, increasing rates to match a new circulation high; but cost for advertisers taking advantage of the frequency discounts will be less than they are now.

Also current is more flexible discounting in spot TV. Whereas volume discount plans were previously based on schedules running through at least 13 weeks, now discounts based on volume of use within one week are becoming common. By the same token, discontent is growing with newspapers for not offering volume discounts to national advertisers.

Advertisers and their agencies would vastly prefer that newspapers develop their own volume discount plans. But lacking that, it is evident that packaged deals (similar to those worked out by radio advertisers) may be forced on newspaper publishers.

One such deal has already set a precedent. This is the 10 per cent discount for 13-time, four-color, full-page

ROP advertising of Salem cigarettes, secured by William Esty Co. for R. J. Reynolds Tobacco Co. Only four out of 65 newspapers refused these terms.

A few newspapers have gone part-way on their own in setting up a discount plan for national advertisers. One such plan is the Continuity-Impact-Discount program offered by several papers that is hinged on 13 and 26-week frequency.

Greater flexibility in magazine pricing also results from the addition of regional editions, a few special discounts for advertisements placed in slow months, and a relaxing of extra prices for special advertising situations. *Life*, for example, adds an Eastern Regional edition on October 3, and has reduced its premium charge, for "fast close" advertising from 10 to 5 per cent. *McCall's*, *Reader's Digest*, and others dropped their extra charges for bleeds. *Look's* Magazine insertions can be purchased in every issue next year. *Newsweek* goes into an Eastern Regional edition on September 26. And so it goes.

AID TO BUSINESS PAPER BUYERS

All media-buying is becoming more complicated, and the field of business publications is no exception. MEDIA/SCOPE's 1958 study of the media of the missiles and rockets market for instance, described 70 publications which had some legitimate claim to recognition as reaching buyers in this broad area of industrial activity. The poor space buyer may have to evaluate them all!

A laudable effort is being made by Sutton Publishing Company to provide space buyers with non-competitive information which will help him find his way through the maze of business publications. This firm publishes four magazines in the electrical and electronics field, and has adopted numerous devices for the aid of the buyer. The most unique is a so-called "Effective Circulation Dial-a-Market" for *Electrical Equipment*. Around the circumference of both sides of this 8½-inch dial are listed the major products used by readers of the magazine. For instance, on one side you can switch the indicator on the dial to *oscilloscopes*, and peer through three little windows in a superimposed dial to find: 1) 22,853 readers of *Electrical Equipment* use oscilloscopes; 2) 16,088 use them as part of a product manufactured for sale; 3) 6,845 use them for replacement, maintenance, or as part of plant equipment. So it goes for 65 other products.

COST PER THOUSAND IN DISPLAY

In spite of the wealth of information that is constantly being developed on many media, some have been slow to take advantage of the new tools of measurement available to them. One of these, until recently, was the point-of-purchase advertising industry.

Fortunately, it is awakening now to the need for factual analysis of how display works. When William Mee

moved from the Association of National Advertisers to the Point-of-Purchase Advertising Institute as manager three years ago, one of his first innovations was a research project. This resulted in a report on the extent to which displays in stores triggered sales. It measured by a combination of store-auditing and personal interview methods the extent to which unplanned purchases were expanded when displays were present in stores. The study is still current, and has been reorganized in booklet form for distribution this fall (copies available by writing to Point-of-Purchase Advertising Institute).

Success with this first study in 12 years by the display group led to more studies that are now in process. They are due for completion before the POPAI show at the New York Coliseum November 1-3.

One of the new studies in particular may move display back into the limelight as an advertising medium. This is being done by Mass Marketing Research for the purpose of determining exposure of displays to shoppers, and then relating that exposure to costs. Cost-per-exposure figures will be sought in grocery supermarkets, drug outlets, hardware stores, gasoline service stations, and liquor stores. In addition to exposure, the study is seeking a measure recall. This is in terms of the ability of people exposed to displays to remember sales points in the displays that they passed. One final step will be audit of store movement taken at the same time.

INDUSTRIAL AD BUDGETS AND SALARIES IN CANADA

A preliminary report on a new survey of industrial advertiser budgeting practice in Canada has been prepared by the Toronto Chapter of the Association of Industrial Advertisers. Answers to a detailed questionnaire were received from 355 companies (22.2 per cent of those to whom it was sent). Based on this return, highlights of the study are:

- Business magazine advertising is used by 87 per cent of the companies. Directories, annuals, and buyers' guides are used by 69 per cent. Direct mail is used by 56 per cent. Exhibits at trade shows are used by 30 per cent.

- A considerable proportion of the industrial advertisers also use consumer media. Of those reporting, 26 per cent use consumer magazines, 37 per cent use newspapers, and 22 per cent use either radio or TV.

- Advertising research is carried on by only 16 per cent of the companies.

- In only 35 per cent of the companies, the person responsible for advertising has the title of advertising manager. In another 35 per cent of the companies the title is sales manager. In the balance title varies from president to public relations manager.

- Total compensation of advertising managers clustered in the \$6,000 to \$14,000 range.

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August 1960



Merry Midsummer

The lights are flashing red and green on Park Avenue, in New York, and the gentleman up there in the busy editorial offices on the seventh floor of 230 Park can't wait to tell the world that McCall's next Christmas issue is shaping up bigger, better and more beautifully than the famous classic of last December, which became the sellout sensation of publishing.

This forthcoming Christmas 1960 number will offer a stunning showcase for anything a woman wants to buy. Anything at all! Last December, McCall's delivered a circulation bonus of 1,119,704 copies, and newsstand gains have been spectacular every month since then. It is obvious that a better buy for Christmas selling cannot be had than in the pages of December, 1960, McCall's.

Merry Midsummer. Start your Christmas customer-wrapping-up early. Call the people inside the windows at

McCALL'S
FIRST MAGAZINE FOR WOMEN

Reader's Digest *lowers costs* for advertisers using six or more

New incentive for consistency, benefiting both advertiser and publisher alike, will bring you extra savings in 1961

In 1961, companies will benefit from another major step by Reader's Digest to reduce advertising costs. It will help the consistent advertiser to achieve greater effectiveness:

6 to 11 pages within a year will earn the advertiser a *10% discount*.

12 to 23 will earn a *12½% discount*.

24 or more will earn a *15% discount*.

Other major magazines and nighttime television programs do not offer discounts as large as these for advertising budgets of every size, nor do their discounts provide the flexibility that permits you to benefit in any issue, at any season of the year.

A fourth economy for advertisers

This is the Digest's fourth major step in lowering costs for advertisers. Previously, advertisers gained from these bold Digest policies:

1. bleed space . . . 40% more area . . . at no extra cost
2. two colors at no extra cost over black and white
3. four colors at the lowest extra cost of any major magazine.

Now, for 1961, the Digest offers major discounts for *consistency*, a vital factor in successful advertising. Taking advantage of these new discounts, advertisers will actually pay less per page and even less per circulation than they do today.

Here's how the new discounts will make your advertising dollars go further in the Digest:

A 4-time Digest advertiser will pay \$43,500 for a 4-color page; he can add two more 4-color pages for only \$30,450 apiece—a saving of almost 40% on the fifth and sixth pages.

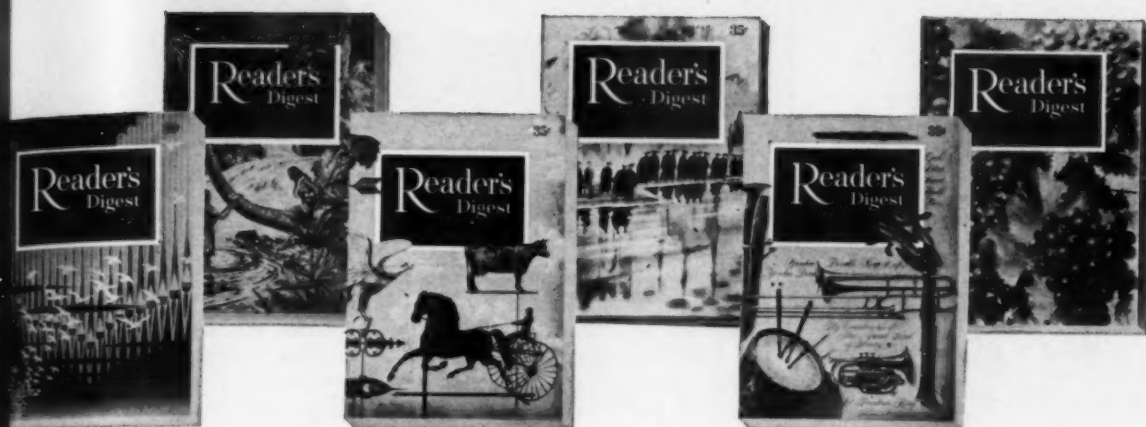
A purchaser of only 12 *half* pages will get the 10% discount.

12 spreads will earn the maximum discount.

Every advertiser has maximum flexibility. He can earn these discounts all in one issue or in any number of issues within his contract year.

Circulation continues up

Long America's favorite magazine, Reader's Digest is bought and read by more people than ever. Advertising rates for 1961 are based on a new circulation



Six Digest pages a year now earn a 10% discount. No other major magazine or nighttime television program offers so large an annual discount on a modest advertising investment.

0 more pages a year

of 12,300,000—a third of a million higher than last year, and the highest in magazine history.

Advertising at new peak

Advertisers, too, are breaking Digest records. So far in 1960 advertisers have invested more per issue in the Digest than in *any* other magazine. Each year advertisers have invested more in the Digest than the previous year; for the last full year there was a 50% increase.

• • •

The table at the right shows readily why every advertiser should consider the Digest first in planning for 1961. It also shows how you can reach the largest, and best, magazine audience in America, and make your advertising dollars work harder—in a year when most advertising costs will be higher than ever before.

HOW TO SAVE MONEY ON ADVERTISING

This table shows what an advertiser will pay for one 4-color page, on a cost-per-1000 circulation basis, along with the discounts he can earn for consistency:

	One-Time Cost per 1000	6-Time Discount	12- or 13-Time Discount	24- or 26-Time Discount
READER'S DIGEST . . .	\$3.54	10%	12½%	15%
Sat. Evening Post . . .	6.68	3%	6%	9%
Life	7.02	—	6%	9%
Look	6.64	—	6%	12%
Ladies' Home Journal .	5.25	3%	5%	8%
McCall's	5.10	—	4%	8%
Good Housekeeping . .	5.11	—	5%	10%

Reader's Digest costs are based on 1961 rates. Costs of other magazines are based on latest published rates; some of their discounts depend on dollar volume: in these cases the percentages shown are based on 1-page, 4-color insertions. Ask your Digest representative for comparisons based on the space and color units for your advertising.

People have faith in **Reader's Digest**

Largest magazine circulation in the U.S. Now, 12,300,000 copies bought monthly



You need...

the 2nd largest market in the nation's 2nd largest market

You get...

it by advertising in the only newspaper which covers it.

The powerful selling force for advertisers in the Long Beach part of the Los Angeles-Long Beach Metropolitan Area is the

Independent Press Telegram

Morning Evening Sunday

LONG BEACH, CALIFORNIA
THE INTERNATIONAL CITY

Represented nationally by
RIDDER-JOHNS, INC.

MEMBER METRO COMICS GROUP

Trade Talk



Dave Wasko

Rational TV "Ratings" . . . With the network television rating race getting hotter month by month, advertisers and time-buyers are, after all these years, finally acknowledging that program ratings, audiences, and audience shares don't really mean very much when discussed in percentage terms. With a 28 per cent rating often meaning less than a 20 per cent rating, networks are being called upon to produce household "reach" figures along with the percentage figures. This will reduce audience figures, which in the past might have included even babes in arms.

Sales Sense . . . While Bill Carr was a top-notch salesman in the magazine field, advertising folks seem to feel that Warner Moore's heading Million Market Newspapers might contribute somewhat more to its success. This new experiment in producing more lineage and profits for the newspapers involved has received a restrained reception since it was organized. The whole attitude toward the experiment might be in for a change if Mr. Moore, a veteran newspaper salesman, profited from his experience as president of Outdoor Advertising, Incorporated when newspaper salesmen were "imported" to sell outdoor advertising. Good luck, Mr. Moore!

Gallant Going . . . The advertising fraternity is doffing its hat to Weekly Newspaper Representatives, Inc. This organization has been as busy as a beaver selling weekly newspapers ever since publisher politics wiped out the old American Press Association. It is doing a wonderful job. In addition to selling and servicing weekly newspaper campaigns, W.N.R. displays real gumption in asking its publishers to contribute voluntarily to a special fund to promote the use of weekly newspapers. The organization needs additional help for the yeoman's job it is trying to do. It

deserves the aid of every forward thinking publisher it represents. It will take any contribution a publisher offers, even though there is a suggested formula for donations.

Color Booster? . . . The New York *Herald Tribune's* experimenting with ROP color might represent a color break-through in the New York City morning newspaper field. While the availability of color in New York's evening newspapers didn't generate much excitement or use, its spread among the morning papers may well be the spark needed to light the fire under advertisers who have used ROP color in many other cities.

Editorial Blast . . . The standardized outdoor advertising industry recently picked up another heckler in the minority campaign against the business by John Fischer, editor of *Harper's Magazine*. In spite of Mr. Fischer's personal stature, his opinion about abolishing outdoor advertising will represent only a whisper insofar as making any impression on intelligent advertising people is concerned.

Public Service? . . . First television, and now almost all media, are being accused of not giving viewers, listeners, and readers the quality programming and editorial that the public should have. The small group of critics seems bent on stuffing their individual likes and dislikes into the whole population under the guise of the necessity of public service. Media, fortunately, are sticking by their guns in continuing to sell time and space to advertisers who want to reach people who have exercised their freedom to choose the kind of viewing, listening, and reading they feel best fills their requirements. With public meaning for all people, it is interesting to note that these critics haven't yet figured out how the media can be all things to all people.

"The Sound of Music over the City of Angels"

ON THE ALL NEW

KGBS Los Angeles
**50,000
 WATTS**



THE NEW KGBS: now covers all the Southern California market with ten times the power... delivers more buying families per dollar invested than any other station in Los Angeles! Now call letters to match KGBStyle programming: smooth, familiar music balanced by news reports, weather and traffic briefs... every spoken word creatively scripted, tastefully delivered! Still holds the same "action" spot at the center of the dial—1020—now attracting more attention than ever with one of the largest audience promotion campaigns Los Angeles has ever seen. National Sales Representative: Peters, Griffin, Woodward, Inc., in Los Angeles:

Dale Peterson, DUNKIRK 8-2345—KGBS, 338 S. Western Avenue, Los Angeles 5, California. Another Great Sterer Station... in Los Angeles.



AMM serves up 80% of U. S. metal buying power

Every working morning, 250 days a year, the men who make the decisions on 80% of all metal purchases look for the latest news of the metal industries.

They look for it first in *American Metal Market* . . . and they find it there.

What sort of news? Daily market reports, production figures, market forecasts, regional prices, up-to-the-minute reporting on trends which affect future prices, and news about other important men, other important decisions, in the trade.

What has happened? What is happening? What's likely to happen? They look to AMM for answers with authority.

You can share this authoritative access to the important slices which comprise 80% of the metal market, by advertising in AMM. And, if you're still looking hungrily at the scattered but tasty crumbs on the platter,

these smaller metal users buy largely through warehouses—who also rely on AMM in making their purchases. Perhaps 80% is an understatement of our case. An AMM representative can give you the full story about coverage, authority, visibility and immediacy in just 15 minutes. Test him.

The readers of AMM have buying authority for:

- More than 80% of all Steel
- More than 77% of all Aluminum
- More than 83% of all Lead
- More than 85% of all Zinc
- More than 86% of all Copper & Brass

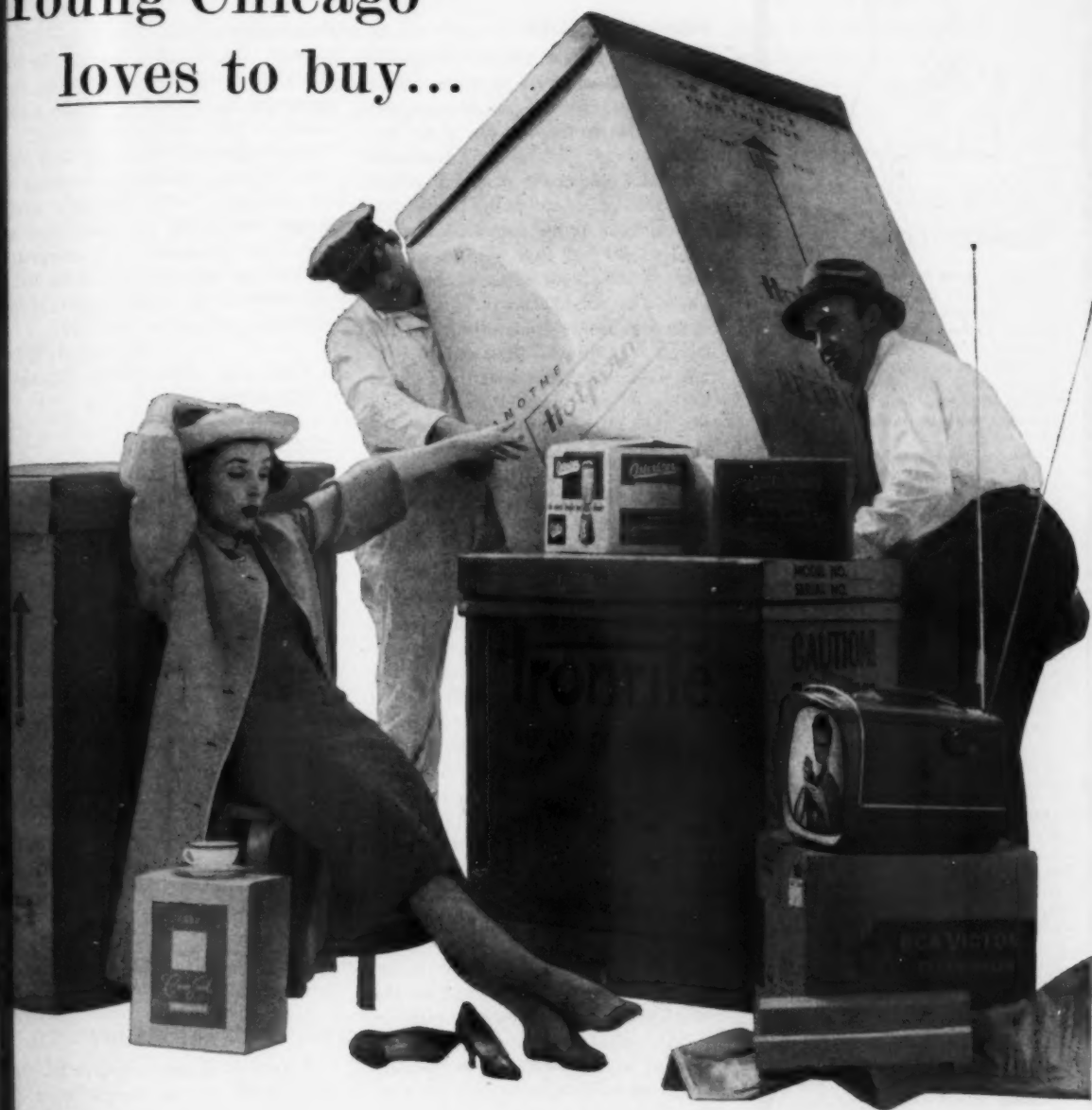
More than 80% of all metal sales are influenced by

AMERICAN METAL MARKET

18 CLIFF STREET • NEW YORK 38 • Digby 9-1040

CHICAGO Wabash 2-7044 • PITTSBURGH Grant 1-1697 • SAN FRANCISCO Ordway 3-2143

Young Chicago
loves to buy...



..the Chicago
Sun-Times

Don't *all* young families love to buy? Of course
 —but in Chicago there's a difference.
 In Chicago you can *concentrate* on young
 families. Advertise in the Sun-Times:
 more than half its readers are men and
 women 35 and under!

Send for your copy of the 1960 Chicago Consumer Analysis.
 Now available.



"BLANKET COVERAGE"

At times some media, especially businesspapers, are prone to praise their "blanket coverage" of the market, whatever it happens to be. Sometimes it's true. Other times, an exploratory peek under that blanket will reveal some rather strange bedfellows; some good prospects, probably, but also quite a clutch of doubtfuls.

And the trouble is, if you go all out for king-size blanket coverage, you're often paying a king-size price for "circulation" you neither really need nor want.

Not so with Miller Freeman Publications. For nearly 60 years, we've built our business on *flexibility*—in coverage, content, cost. Example. In the lumber field, we publish two books, *The Lumberman* and *The Timberman*, so that the advertiser can selectively cover mills or logging or both as he wishes, efficiently and economically. On the other hand, our *Western Building* covers all factors in the market (architects, builders, dealers) because all influence buying in some way.

And so it goes—in mining, marine, pulp and paper, and the other markets we serve. Whatever your distribution and customer pattern, chances are you'll find an MFP publication (or a combination of them) that is directly tailored to your coverage needs; by market segment and by area; regional, national, international. Try a few on for size. We think you'll like the fit, and the price.

MEASURED TO MARKET

Coverage-Content-Cost

PULP & PAPER • PULP & PAPER INTERNATIONAL • CONSTRUCTION WORLD • THE LUMBERMAN • THE TIMBERMAN • MINING WORLD • WORLD MINING • CLEANING and LAUNDRY AGE • SEA & Pacific Motor Boat • PACIFIC FISHERMAN • PACIFIC WORK BOAT • PACIFIC LAUNDRY & CLEANING JOURNAL • WESTERN BUILDING • WESTERN BAKER



MILLER FREEMAN PUBLICATIONS

San Francisco • New York • Chicago
• Seattle • Cleveland • Vancouver,
B. C. • Los Angeles • Atlanta •
Portland, Ore. • London, England •
Cologne, W. Germany

Letters from Readers

MEDIA DATA FORM

I have read with interest the article entitled "Dissent on Question 22 of AIA Media Form" which appeared in July *MEDIA/SCOPE*. We at the Association of Industrial Advertisers are quite concerned that this article may give your readers the impression that Chilton publications do not intend to fill out that portion of the form dealing with editorial. Such an impression might likewise discourage other publishers from filling out the editorial portion of the form.

I wish to register that the Chilton Company has informed me in writing that they intend to fill out the editorial portions of the form inclosing with each form they distribute their own amplification of the editorial questions. This is quite acceptable to AIA, in fact the publishers' instruction sheet which accompanies the form reads, "Should you need additional space, for any part of any section—insert some direction to the user as 'see separate sheet attached'."

In the *MEDIA/SCOPE* article Chilton is quoted as saying "we would much prefer a personal discussion of our editorial policies and content." The entire membership of the Media Practices Committee agrees with this conception. May I quote from statements made to the membership of AIA at their June Conference in Washington regarding the updated Media Data Form:

"The form is not designed to replace publication salesmen or the usual more detailed written publishers' promotion material, nor is it an attempt to curtail the time a salesman ordinarily spends with the buyer. The form consists entirely of standardized statistics, and is completely lacking in sales promotion. Recognized as such, the salesman can make this form the foundation for his entire pitch, with the full knowledge that the contents of the form are all required information for the buyer. The form should become as much a part of his sales kit as his name card and the sample of his product. The form provides the salesman a key to the orderly presentation of his story. Emphasis and further elaboration can be made of any portion of the form in which the

buyer shows increased interest. Conversely, the statistics in the Media Data Form can be presented by the salesman in support of certain statements in his verbal presentations."

This illustrates that the AIA Media Practices Committee is entirely in sympathy with Chilton's statements concerning the limitations of the form. Expansion and interpretation of the facts reported in the form are entirely the responsibility of individual publication salesmen.

HAROLD A. WILSON

Chairman, AIA Media Practices Committee.

COLOR TV

Dave Wasko in his "Trade Talk" June *MEDIA/SCOPE* suggested the picture quality may be a stumbling block in the progress of color TV.

I beg to differ. The color picture quality on my RCA set here in Buffalo is fine, and I certainly have no complaints. I would say it compares favorably with any theater color.

To me, color TV has it all over black-and-white, and I can't for the life of me understand why CBS and ABC don't use color. NBC is to be commended for its plans to expand color programing next year.

I'm all for more and more color TV. Incidentally, the additional cost of a color TV set is, to me, well worth the investment.

ROBERT AMERSON

Abbey and Company, advertising and public relations, Buffalo, N. Y.

STATUS OF MEDIA BUYER

I have done some research into the past status of the media buyer in agencies, and find it a fascinating subject. Maybe some of your other readers can also throw some light on the subject. Going back as far as 1913, Paul Cherington ("Advertising as a Business Force") appeared to be impressed with "the marked advancement among mediums toward a policy of frankness and honesty in their statements regarding patrons whom they reach." He refers to "medium selection as a business in itself, calling for special training and much detailed knowledge."

If we take the 60-year sweep from
(Continued on page 20)

into the buyer's imagination. For other light fare advertising, we need to be advanced policy on their state from the firm selling to details.

Keep from page 20

August 1980

a chilton publication

. Wild
raction[illegible]

ATLANTA

—population now officially*

ONE MILLION

—continues growth beyond the

BILLION DOLLAR

retail sales bracket

1959 Retail Sales

for 5-county Metropolitan Atlanta

\$1,369,724,000 . . . up 4.8%

Gain over the previous year was \$62,841,000. Atlanta's consistent economic growth is further reflected by these important factors:

Effective Buying Income up 12.2%
Per Capita Income up 7.2%
Per Household Income up 6.1%

Sources: Sales Management Survey of Buying Power, July 10, 1960; Atlanta SMA population, Metropolitan Planning Commission estimate, as of 10/10/59. *U.S. Bureau of Census.

Now, more than ever, mass movement of goods in Atlanta and Georgia demands advertising in The Atlanta Journal and Constitution, the largest newspaper in the South.

462,993 daily • 511,131 Sunday
ABC Pub's. Statement, 3/31/60

The Atlanta Journal

Covers Dixie Like the Dew

THE ATLANTA CONSTITUTION

The South's Standard Newspaper

Represented by Kelly-Smith Co.

(Continued from page 18)

1900, one could say that the first 20 kept the space buyer in the same old groove of selecting, seeing the representatives, buying the specific media, and checking. He must have been down the management line well below the account executive, who probably did a lot of the selecting himself. I believe he was not rated so high as a good writer or creative artist. He was just a space buyer.

Professor Hugh Agnew in 1932 ("Advertising Media") was critical of media buying which did not compare in his opinion with the well informed selling talent of good space salesmen. "On the other hand, a large amount of advertising space is bought with little skill . . . the space buyer is not even regarded as a second class man . . . he is seldom called in for consultation and seldom sits in the important executive conferences. He spends more money than anyone else, but in experience, business ability and in knowledge of advertising he may be inferior to leading members of the staff."

I believe Frank Allen Burt ("American Advertising Agencies," 1940) gives a fair picture of the media expert whom he describes as being the treasurer in some agencies. "The buying may devolve on the account executive. At least one man in the agency should be familiar with methods of evaluating media."

The improved status of the media buyer began about the time that network radio came onto the scene. The impact of weekly news magazines preceded that of radio, and stimulated media buying into something better than that of the earlier period. The effect of magazines published by Curtis, Crowell, McCall, and Butterick was also helpful.

One might reason that the numerical increase of magazines and the opening of new markets by their differences of style and appeal had their effect upon agencies and their media departments. Certainly, the pressure of their selling and presentations did. Part of the pressure came from the advertisers, who were being solicited over the agency's head. The publishers may have forced the situation, but at any rate, the agencies began to take over the task of listening to their presentations. Some of

this willingness to do so came from forward-looking media men and women who appreciated the strategic position of the media department and determined to retain it.

ROY S. FROTHINGHAM

Facts Consolidated, Los Angeles.

EDITORIAL OBJECTIVE

After all the difficulty the Association of Industrial Advertisers has endured in order to derive a useful, informative Media Data Form, here is the statement of editorial objective contained in paragraph 21 of the first newly-revised form which we have thus far received:

"We seek to concentrate editorially on story projects which are highly informative and which appeal more immediately to perceptive readers than the repetitious diet of plant articles which has dominated the magazines in the . . . field for many years. We have instituted a concerted effort to establish extremely close contact with our readers as a means of finding not only their response to the editorial product we are now turning out, but also to learn what projects they would like to see us undertake in the future. We hope to further nail down our editorial leadership by continuing to develop the greatest possible flow of information into our pages from all over the world."

Shades of political conventions!

The readers of your columns are hereby challenged to inform us of the name of the publication describing the foregoing editorial objective.

Meanwhile, the publisher should nail down his objectives before he attempts to nail down the editorial leadership of his field.

JACK RUDY

Media director, The L. W. Ramsey Advertising Agency, Chicago.

LIKES SAWYER ARTICLES

I find Howard G. Sawyer's "Thick or Thin Issues?" in May MEDIA/SCOPE to be of great interest. I am a recent subscriber to MEDIA/SCOPE, and can honestly state it was his articles in your "Business Press" department that set me to subscribing.

SOL O. BENDER

President, Trade Publishers, Inc., Los Angeles.

HOW TO CHANGE MINDS BY THE MILLIONS



Trying to change minds in favor of your product is, of course, an ever constant challenge. With competition increasing and profit margins narrowing it becomes even more important to exert the most powerful influence on buying decisions in the 3 great markets of New York, Chicago and Philadelphia. These are the pivotal markets where pre-selling of millions of heavy-spending customers through adequate adver-

tising combines with the mass sales volume of giant self-service super markets to produce over 17% of all U. S. Food and Grocery product sales.

In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute for FIRST 3 MARKETS' dominant 55% COVERAGE* of all families to

change minds by the millions in favor of your product.

Further, in 227 Industrial North and East counties — which account for over 27% of total U. S. Food and Grocery Store sales — **FIRST 3 MARKETS GROUP** delivers an audience of 44% of all families.

To make your advertising sell *more where more is sold* . . . it's **FIRST 3 FIRST!**

THE GROUP WITH THE SUNDAY PUNCH



PHOTOGRAPHY • COLORGRAPHY

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N.Y., News Building, 229 East 42nd Street, Murray Hill 7-4994 • Chicago 11, Ill., Tribune Tower, 500 North Dearborn 7-9043 • San Francisco 4, Calif., 155 Montgomery Street, Garfield 1-7946 • Los Angeles 5, Calif., 9400 Wilshire Boulevard, Dinkel 5-3557

Chicago's
most
popular
after
dinner
host...





Largest share:

WNBQ wins Chicago's biggest nighttime audience share—an average of 31.7% per quarter-hour, 6 pm to midnight, Monday through Friday.


Most adults:

And it's the audience you want most to talk to—88% adult!

Biggest buying power:

The biggest share of audience and the most adults among all Chicago stations, means the greatest purchasing power. For the power to sell in Chicago, use...

WNBQ

NBC Owned - Channel 5 in Chicago
Sold by NBC Spot Sales 

Source: NSI May 1960 & NSI April-May 1960

NEWSPAPERS IN SUBURBS

Of possibly the greatest significance to us for the newspaper business are the figures showing the great growth in the last ten years of suburban areas surrounding our cities. The 189 Standard Metropolitan Areas include central cities of all sizes from about 50,000 population up and give us a good cross section of U. S. population trends. In these 189 Standard Metropolitan Areas, the central cities have shown a growth in the past 10 years of only 8.2 per cent while the areas outside the central cities—frequently called suburbia—have shown a growth rate of 47.5 per cent since 1950. This is dramatic evidence of the accelerated trend to suburban areas.

I suggest that as circulation manager you can learn something about your future problems by studying the population report on your own city and trade area to see exactly what has happened in your own area in the past 10 years. Most of you will probably find that your suburban population

has boomed even more than you realized and more such growth is indicated for the next 10 years. This raises many problems about how to sell potential subscribers in your outlying areas, how to distribute your newspaper to these readers and how to keep it sold. More efficient and cheaper methods of distribution must be found. Obviously the answer does not lie in mail circulation with poorer mail service and higher postal rates. Motor routes provide an answer in some cases but in others your ingenuity will be challenged.—STANFORD SMITH, manager, American Newspaper Publishers Association, before International Circulation Managers Association, Montreal.

SPECIAL CENSUS TABS

While a tremendous amount of information is contained in the regular Census of Manufacturers publications, there remains a vast unpublished potential in the Bureau's files.

There are an almost limitless number of cross classifications and special analyses that can be made for the industrial marketer at cost.

Except in peak Census years like 1960, most special tabulations are completed in less than two months once they get started; some take longer. Generally, the cost is relatively nominal, the principal expenses having been previously incurred in collecting, editing, coding, and recording the information on electronic tape. They average under \$1,000 but range from less than \$100 to many thousands.—MAXWELL R. CONKLIN, chief, Industry Division, Bureau of the Census, before the Annual Conference of the Association of Industrial Advertisers.

TRADE PAPER OUTLOOK

Business paper authorities predict that business paper advertising will expand 34 per cent in pages and 43.3 per cent in dollar volume in the next 10 years. For the last 15 years, business papers increased an average of 3.3 per cent in advertising pages a year. The prediction for the next 10 years is an increase of an average of 3 per cent a year, which is just slightly under the rate of increase the last 15 years.

Dollar volume, however, is predicted to increase at a great deal slower rate, and to be just slightly greater than the increase in advertising pages. This indicates that most authorities do not believe that we will have the same rate of increase in advertising rates during the next decade that we have had in the last decade-and-a-half.

They do predict, however, that advertising volume in dollars will be greater than the increase in the gross national product.—PHILIP H. HUBBARD, president, Reinhold Publishing Corp., before Reinhold general sales meeting, New York.

BUILDING A MEDIA PLAN

Good business orientation should include the guidance of the agency in the mathematics of costs and prices and the statistics of distribution.

There are few advertising agencies or corporate advertising departments which are truly business oriented in the handling of money.

Before you start to build a media

(Continued on page 29)

In Roanoke in '60 the Selling Signal is SEVEN...

You won't get rich selling bongo drums in the Roanoke Television Market, but there are nearly 2,000,000 people who are willing and able to help you turn a neat profit on foodstuffs, toiletries, pharmaceuticals, gasoline, household products and other items.

The magic number for reaching these heavy-spending, non-Calypso folks is seven. In Roanoke, seven is WDBJ-TV... which will beat the drum for your product in over 400,000 television homes of Virginia, N. Carolina and W. Va.

WDBJ-TV has maximum power, highest tower, superior service and programming... to help you sell like sixty on seven.

ASK YOUR PGW COLONEL
FOR CURRENT AVAILABILITIES

WDBJ-TV
Roanoke, Virginia



There's Black Gold in the Jackson hills!



OIL REVENUES IN MAY TOTALED OVER \$1,943,000 IN THE ACTIVE JACKSON, MICHIGAN, MARKET

Jackson County, Michigan, is becoming an important oil-producing area. During the month of May, production reached a new high when approximately 647,000 barrels of oil were pumped from 193 wells.

Where there are oil wells, you will find people with money to spend; people who want and need and will buy the goods and services you sell. The 54,500 persons living and working in Jackson have an effective buying income of \$107.7 million.

The most efficient, effective and economical way to reach these consumers is through the pages of the Jackson Citizen Patriot, which is at an all-time high in both evening and Sunday circulation. Over 97% of the readership of the Jackson Citizen Patriot is concentrated in the city and retail trading zones. Call your Booth representative now for complete details on this active, growing, out-state Michigan market.



JACKSON CITIZEN PATRIOT

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Bruce McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

WBT... FIRST AS ALWAYS, IN PULSE*

57 Per cent GREATER

*First every Monday
to Friday period
in the Prime
25-county
Charlotte
Marketing
Area*

WBT averaged 57 per cent greater share of audience than its nearest competitor in the Monday to Friday ratings. Proof once again that WBT, serving the nation's 24th radio market, is the voice of authority in the Piedmont Carolinas.

**The January, 1960 Pulse*

JEFFERSON STANDARD
BROADCASTING COMPANY



WBT
CHARLOTTE

50,000 watts

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES

Media/scope, August 1960

NINE MILLION DOLLARS
worth of
grocery product advertising...



AND HOW IT WAS SPENT IN *Chicago Newspapers*

write for your copy of this valuable report

This is a book about the "blue chip" advertisers of grocery products. Last year, 189 such advertisers spent \$9,261,730 to advertise 530 different products in Chicago newspapers.

What are the brands and who are the advertisers? You'll find detailed answers in the Chicago Tribune's 32nd Annual Blue Chip Report.

You'll be able to compare the actual dollar expenditures of each advertiser and see what your competitors are doing in the Chicago market. You'll learn how much pro-

motional effort was put behind each brand, and which advertiser made the heaviest use of R.O.P. color.

Most importantly, you'll see that these blue chip advertisers spent nearly 5 of this \$9 million in the Tribune. 145 out of the 189 advertisers made the Tribune their first choice.

For more productive advertising in the rich Chicago market, get your copy of this helpful Blue Chip Report. Your Tribune representative will be glad to go over it with you. Why not call or write him today?

MORE READERS...MORE ADVERTISING...MORE RESULTS—

The Tribune Gets 'Em in Chicago!

If you are
a thinking man,
filter these facts:

There's no market like the Fort Worth market — out where the Wealthy West begins! Where the men are men and the women are women — intent on spending their money.

Yes, those cattle trails of old have turned into vapor trails of gold and Metropolitan Fort Worth is booming. Aviation, oil, grain, manufacturing and food processing are making "Cowtown, U. S. A." one of the most important markets in the nation. Proud of their heritage, the people are alert and progressive, big earners and big spenders, dead set on doing things up right. And . . . the Fort Worth Star-Telegram is where they look first to buy!

P. S. You get an extra bonus of 99 *other* wealthy West Texas counties, covered each and every day by the Fort Worth Star-Telegram.

FORT WORTH STAR-TELEGRAM

Aman G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"



THE BETTMANN ARCHIVE

(Continued from page 24)

plan, look over the research that you or your agency has done in studying the optimum use of daytime and nighttime TV. Do you schedule by how many broadcasts a week the budget will stand? It's problems like these that are the real problems of business orientation. Not some refuge from a traffic department, wearing a corporate advertising hat, fighting with one hundred thousand dollars worth of copywriters over whether the picture should be titled, "The Biggest Factory in the World."

Advertising has become so expensive, and represents such a significant part of any real advertiser's total selling expenditures, that we would do much better if we took half the money that is often wasted in making futile copy revisions and put it into money-oriented media and account management.—BRYAN HOUSTON, president, Fletcher, Richards, Calkins & Holden, Inc., before the Advertising Federation of America, New York.

VIRTUES OF DIRECT MAIL

It seems to me that direct mail, properly employed, offers four unique advantages to business and financial institutions in the sale of their services or products:

1. Once you have defined you best, or most likely, prospects through research, then through direct mail you can reach exactly those prospects and only those prospects who are indicated as your most immediate potential buyers.

2. Through direct mail you can provide your advertising with a personal atmosphere impossible to attain with any other advertising medium.

3. Direct mail provides you with unlimited space to tell your story.

4. Nationally-sponsored direct mail advertising campaigns can achieve identification of local offices throughout the country and then can provide the specific names of the individuals reached by the national campaign to the local office so that a branch manager or other personnel can follow up on people who have already been reached by your direct advertising message.—LAWRENCE G. CHAIT, president, Lawrence G. Chait & Co., before Direct Mail Advertising Assn., San Francisco.

(Continued on page 31)



A \$6½ Billion Market Needs TWO Salesmen!

... **MODERN CASTINGS** for product and marketing opportunities

... **another magazine for trade information**

MODERN CASTINGS creates marketing opportunities because it is the **EXCLUSIVE** source of every new technological development in the metalcastings industry. . . . Here's why:

1. Its more than 600 contributors are the leaders of foundry thought and technique—each one an authority in his own field.
2. Their findings are needed by top management and executives on the way up . . . production and research executives, the management of tomorrow!

Get your share of this \$6½ billion market. Advertise in—



modern castings

Golf and Wolf Roads — Des Plaines, Illinois

Harold E. Green — *Managing Director*

Eastern Rep.
C. A. Larson & Assoc.
254 W. 31st St.
New York 1, N.Y.
LO 4-4285

Mid-West Rep.
Dwight Early & Sons
221 N. LaSalle St.
Chicago 1, Illinois
CE 6-2184

Pacific Coast Rep.
Don Harway & Co.
1709 W. 8th St.
Los Angeles 17, Calif.
HU 3-5141

LITTLE ROCK

The Facts Stated Simply:

We feel the Arkansas Gazette is fully justified in asking that you and your associates study, discuss and consider carefully the placing of National Advertising schedules in Little Rock. We make a further suggestion that this is one of the times in this country when some of the normal yardsticks applied bear very deep examination.

The Arkansas Gazette is one of the outstanding newspapers of the country and the South from a publication standpoint, maintaining substantial leadership in news and editorial content.

The Arkansas Gazette is not only maintaining advertising leadership, but does so in nearly all the important major areas—see Media Records.

Because the Little Rock problem is so readily recognizable as having no modern-day parallel, we sincerely suggest and urge you and your associates to continue to place your national advertising schedules in the Arkansas Gazette.

Oldest Newspaper West of the Mississippi — Established 1819

Arkansas Gazette

Represented Nationally by The John Budd Company



"PROPULSION"

An original woodcut especially conceived for Space/Aeronautics by *Jim Bartsch*

(A full-size, color reproduction without advertising copy, suitable for framing, is available without charge.)

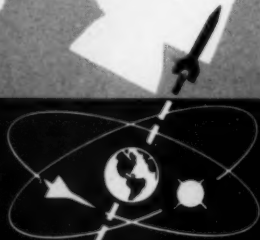
"PROPULSION"

**a technology
vital to the men
you must sell in
the aerospace industry**

In the complex aerospace industry, advances in one technology frequently create problems in the application of other technologies. So each man who makes technical decisions must be able to relate developments in all technologies to their possible effects on his own assigned area of responsibility.

In SPACE/AERONAUTICS your advertisements are read at the time your prospects are keeping abreast of technical advances—looking for answers to technical problems.

That's why ads in SPACE/AERONAUTICS offering products—systems—and corporate capabilities stimulate buying action.



space aeronautics

*the magazine of
aerospace technologies*

- propulsion
- electronics
- materials
- structures
- guidance
- testing
- dynamics
- electro-mechanics
- pneumatics/hydraulics
- extreme environments
- ground support
- data processing

A Conover-Mast Publication
205 East 42nd Street, New York 17, New York

Media/Scope, August 1960

(Continued from page 29)

ADVERTISING CASE HISTORIES

In advertising we are confronted by a pattern of sales successes and failures which, for all we know, is essentially random. If we act as if these random rewards and punishments are really the results of advertising decisions, we condemn ourselves to patterns of foolish, only accidentally profitable decisions.

The true consequences of advertising decisions are rarely well known. Other rewards, such as an upturn in sales or a raise in salary, often come at random relative to our decisions.

It is hard to resist the temptation that our recent decisions were the main causes of such rewards.

Whether or not this is an accurate description of advertising decision-making, it does emphasize the main obstacle to improving these decisions, namely the lack of adequate knowledge of results.—DR. CHARLES K. RAMOND, technical director, Advertising Research Foundation, before the Advertising Federation of America.

TIME-BUYING IN ENGLAND

Commercial television has proved very popular and very successful. The audience has grown to the point where we can reach between 50-60 per cent of our total population of 50 million.

Our main problem is that commercial TV is so expensive; one 60-second transmission over all stations at peak time can cost nearly 5,000 pounds. We cannot afford many 60-second spots. We have to get our message into 30-seconds and less.

We used to think of Great Britain as basically one market; that advertising in our London-based national daily and Sunday papers was national advertising. Television has shown us that we now have nine or more markets, each of which is strongly dominated by its local television station. We are now inclined to look at market statistics in relation to television areas. Some of us have had shocks when we did so. We discovered that in some areas our distribution hardly justified supporting advertising. Some of our so-called nationally distributed products did not have a truly national distribution.—HARRY F. OVERY, chairman and manager, Willing's Press Service, Ltd., before the Advertising Federation of America, New York. ■



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WCAU

Lost: more than 54 million potential customers! That's the cost, in the top 15 markets alone, to advertisers who bury their heads in the past. In today's market your customers (and their purchasing power) are moving out. While city population has remained static or declined, the suburbs and "extra-urban" areas beyond have increased in population at a remarkable rate. (The suburbs of the top 15 markets are up 46% in just the last nine years!)

How do you reach everyone? With spot television. No other medium gives you immediate impact on the entire market and market selectivity! No other medium reaches out beyond the "retail trading zone" with television's unique values of sight, sound and motion.

Fact is, you may be missing plenty. Our brand-new "Telemarketing" study will give you an accurate picture of where your customers are today... plus the first authoritative forecast (by Market Statistics, Inc.) of where they'll be in 1965. For a copy, call PLaza 1-2345 or write to 485 Madison Avenue, New York 22, main office of **CBS TELEVISION SPOT SALES**

Representing WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WBTW Charlotte, KHOU-TV Houston, WJXT Jacksonville, WBTW Florence, WCAU-TV Philadelphia, WTOP-TV Washington, KNXT Los Angeles, KSL-TV Salt Lake City, KOIN-TV Portland, and the CBS Television Pacific Network

**"Does he
know
what he's
missing?"**



Men of the Month in Media

AAW's President Aims at Good PR for Advertising

As the economic center of gravity of the U. S. moves westward, the West Coast's flourishing advertising business is assuming increased importance, and a more active role in the country's advertising affairs.

It is fitting, therefore, that the vigorous Advertising Association of the West should have elected as its new president a professional public relations man, who can speak for advertising to business and the public with authority and skill at a time when both are urgently needed.

The man: Donald Ostensoe, who at 32 is president of his own public relations firm in Portland (Ore.). In



AAW's Don Ostensoe: Vigorous voice for advertising in the West.

Mr. Ostensoe's view, AAW's task is four-pronged. First is getting across the story of advertising in the West to as many businessmen outside advertising's orbit as possible. For Mr. Ostensoe, this will entail a heavy schedule of speaking engagements up and down the Pacific Coast.

The second of AAW's jobs will be to do what it can to see that advertising is not hampered by unfavorable legislation, and to get across to legislators the unwisdom of restrictive laws.

Third, is education. Specifically, this means assisting colleges in training good people for careers in advertising. One method: encouraging advertising practitioners to participate as teachers and lecturers.

The fourth job for AAW is participation in Advertising Recognition Week, which has as its purpose the

fostering of increased awareness among the public of advertising's contribution. In Mr. Ostensoe's opinion, this should be a year-round effort.

Mr. Ostensoe's career in advertising is only eight years old. A graduate of Lewis and Clark College, Portland, he holds a degree from the financial public relations school at Northwestern University. His first job was with the First National Bank of Oregon, largest in the state, which he joined in 1952 as an assistant in the advertising department. He became advertising manager in 1954, and assistant vice president in 1958. He is the youngest man ever to hold such a post at the bank. Mr. Ostensoe was named public relations director of the bank last July. He left First National on May 1 to found his own public relations firm.

Fischer Speaks Out on Magazines and Outdoor

As if the media didn't have enough trouble, John Fischer, the peppery editor of upper middle-brow *Harper's Magazine*, is back on their trail.

In the June issue of *Harper's*, Mr. Fischer, by way of reviewing Theodore H. White's "The View from the Fortieth Floor," takes out after the mass-circulation magazines, which he sees as losing their war with television. He advances two reasons: first, most of the big magazines are directed by businessmen rather than editors; second, lacking the creative spark of inspired editing, the giants are ill-equipped to compete as entertainment with TV. Perhaps more than incidentally, Mr. Fischer sees real hope for the future in the special-audience magazines, which "make no effort to reach a mass readership, and therefore compete neither with TV nor the big-circulation magazines." Mr. Fischer not unnaturally includes in this flourishing group—*Harper's*.

In that publication's July issue, Mr. Fischer lines his sights on the outdoor medium. Last February, he lent his Easy Chair column to Howard A. Gossage, executive vice president of Weiner & Gossage, a San Francisco agency. Mr. Gossage contended, apparently with Mr. Fischer's concur-

rence, that outdoor is not a medium at all, but an unjustified encroachment on the public's field of vision—and that it should be abolished.



Harper's John Fischer: Opposition to outdoor is a simple matter of patriotism.

Mr. Fischer's piece in the July *Harper's* is in the nature of a follow-up, to report that Mr. Gossage's remarks have won overwhelming support from *Harper's* readers. Mr. Fischer also adds some suggestions of his own (e.g., that touring Americans take along a pocketful of stamped postcards, write a note to the "president of the firm whose billboard ads have annoyed the most during the last 20 miles").

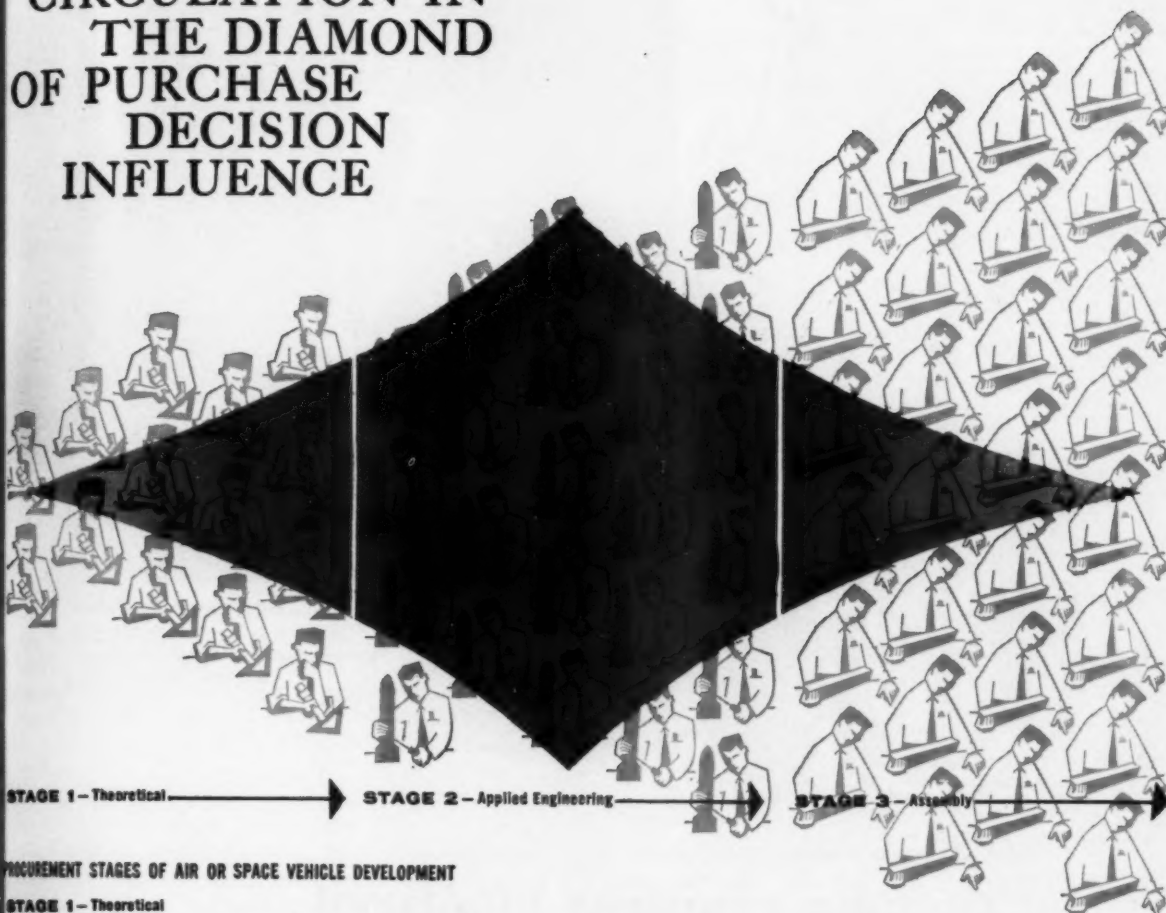
Mr. Fischer is unimpressed by his new reputation as a gadfly of media. In fact, he professes not to understand what all the fuss is about, and why both he and Mr. Gossage should have raised tempers so.

An Oklahoman, Mr. Fischer studied economics at Oxford as a Rhodes Scholar from 1933 to 1935, and during vacations covered England and Germany for the United Press. He continued as a working newspaper man when he returned to the U. S.

In 1937, he worked as an economist for the Department of Agriculture, and spent the war with Board of Economic Warfare and its successor agency.

He joined *Harper's* in 1944, served as chief editor of *Harper & Brothers General Book Department*, and was named editor-in-chief of the magazine in 1953.

WHY AIRCRAFT & MISSILES SELECTS ITS CIRCULATION IN THE DIAMOND OF PURCHASE DECISION INFLUENCE



PROCUREMENT STAGES OF AIR OR SPACE VEHICLE DEVELOPMENT

STAGE 1 - Theoretical

First glimmers of ideas are sparked here. Theoretical or paper solutions mostly are sought. Far too early to pinpoint specific brands of materials, equipment, components and systems. Purchase-decisions rarely reached.

PURCHASE DECISIONS ARE NOT USUALLY MADE HERE

AREA OF GREATEST PROCUREMENT ACTIVITY

STAGE 2 - Applied Engineering - Design Finalization

Formulas, design guide lines, form and shape are developed here. Physical requirements and practicability determined. Make or buy determinations made. Outside source evaluations and proposal invitations start. Actual prototypes built. Applied engineering teams go to work to make the product work. Feasibility, producibility and reliability of the "hardware" ideas are solved... and specific products and services recommended and bought.

MOST PURCHASE-DECISIONS ARE MADE HERE

STAGE 3 - Assembly and Production

Here is where the product is assembled and is readied for shipment. Plant technicians, production line supervisors and workers carry out blueprint decisions made at Stage 2. Some spare parts decisions made here.

FEW PURCHASE-DECISIONS ARE LEFT FOR THIS LATE STAGE

Aircraft & Missiles devotes a small portion of its circulation to the engineers and procurement executives in Stages 1 and 3, reaching only those reporting a definite specification and/or purchase-decision influence. Therefore, A&M gives you in Stage 2 concentrated market coverage—efficient penetration and high readership (according to research studies). This is where your product or service is most likely to get evaluated and accepted—or rejected.

AIRCRAFT & MISSILES

THE APPLIED ENGINEERING MAGAZINE FOR THE AEROSPACE INDUSTRIES

A CHILTON PUBLICATION Chestnut and 50th Streets, Philadelphia 39, Pa.



NORMAN L. BROWN
Washington Representative
Brown-Forman Distillers Corp.
Seattle, Washington

Mr. Brown says:

"Tacoma requires localized advertising effort."

"The Tacoma area, Washington State's 2nd market, also ranks Number 2 in liquor sales in the state. Therefore we make every effort to do a strong advertising job in Tacoma. True, the Tacoma market adjoins the Seattle market, but we've learned by experience the Tacoma area must have intensive *localized* coverage. That's why we always recommend the liquors we represent be advertised in the Tacoma New Tribune as well as in Seattle newspapers."



Think Twice About Tacoma

The Tacoma Market, Washington State's 2nd Market, is intensely covered by the State's 2nd largest evening newspaper, the Tacoma News Tribune. No Seattle newspaper can claim merchandisable coverage in this area. Circulation of the News Tribune is now more than 85,000.

TACOMA NEWS TRIBUNE

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

QUESTION:

What's the biggest problem you face in placing newspaper space?

IRVING HORN, media director, Van Brunt & Company.—This isn't a major problem, but it agitates us daily. One of the finest newspapers in the U. S. has one of the most miserable billing systems in the business. Its bills do not show whether billings are net or gross, and do not show the advertiser. They only give first and last words of each ad. When you have a number of clients using this paper, many on the same day, this is confusing. Only the man who wrote the copy can recognize the client from the first and last words, and he's not the man who has to track it down.

LYN GROSS, media director, administrative head, media department, Guild, Bascom & Bonfigli, Inc., San Francisco.—Perhaps one of the most nagging problems is a newspaper's tendency to lose insertion orders and printing materials. It's a rare campaign in which we don't receive a frantic call from at least one newspaper, claiming to have received no mat for that day's insertion. Invariably, they find it lying around the shop later. And if they don't lose something, they too often fail to read the special instructions included on the face of the insertion order. Human error is unavoidable. But it seems that newspapers could develop more foolproof systems for reducing this error. Perhaps the answer is a traffic desk, to double-check this material.

JULIUS JOSEPH, JR., vice president, media director, Heineman, Kleinfeld, Shaw & Joseph, Inc.—My biggest headache is trying to obtain, at the national rates we must pay, a position break at least equal to those given to local retailers at a much lower rate. The 365-day-a-year local advertiser may well be the lifeblood of each newspaper, but this doesn't help us when we find that 50 to 60 per cent of each paper's space for any given date is already sold to local commitments. I think if more publishers took a closer look at their revenue figures, they might find that the national dollar is a more profitable dollar.

SAMUEL LEDDY, group media supervisor, Lambert & Feasley, Inc.—Assuming a reasonable degree of experience, an open mind, and the willingness to dig and analyze, a competent media buyer can readily evaluate each of the newspapers in a competitive situation. However, his analysis is meaningful only if then applied against a background of facts relating to the distribution of his client's product, as well as the characteristics of its prospects, etc. A lack of such basic marketing information presents a major problem to the buyer, and can lead him into establishing standards of media selection based on assumption rather than fact.

USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—993,275

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 6 mos. aver. 806,589. In addition, Playboy has 186,695 subscribers. Total monthly circ. 993,275 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is now one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

29.6 is the median age of Playboy's male readers. 64.6% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

The median income of the Playboy household is a high \$8,150.

MARITAL STATUS

29.5% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

URBANITY

52.7% of Playboy's circulation is in cities with more than 50,000 population, second only to The New Yorker among all national magazines. (ABC 12/31/59).

APPAREL

31.8% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

PHOTOGRAPHY

83.4% of all Playboy households own a still camera, 33.4% own a movie camera, 19.2% own a movie projector, and 22.2% own a slide projector.

TRAVEL

24.8% of Playboy households spent over \$200 on business travel during past 12 months, 53.9% spent over \$200 on vacation travel.

AUTOMOBILES

47.8 of every 100 Playboy households bought an automobile during the past 12 months. 5.9% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any men's magazine.

TOBACCO

71.5% of all Playboy male readers smoke cigarettes. There are 93 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

84.2% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 76.9% of all Playboy households drink or serve beer, 55.7%—wine, and 76.2%—whiskey . . . all three highest of any men's magazine.

INSURANCE

24.1% of Playboy households purchased (more) life insurance during the past 12 months, a characteristic of responsible stability.

HOUSEWARES

91.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months. 37 of every 100 of these units were acquired for the first time . . . both figures rated highest of all Starch surveyed magazines. More proof that the Playboy reader is at his peak period of purchasing.

RADIO-TV-PHONOGRAPHS

23.9% of Playboy households acquired a new radio and 14.1% acquired a new phonograph within the past 12 months—highest of any men's magazine. 18.6% acquired a new TV set, highest of any magazine in the Starch report.

RESPONSIVENESS

One month after Broadstreets' first ad ran in Playboy, they reported: "We have sold over 530 shirts by mail and the orders are still coming in . . . I am very happy both with the direct return on this ad and the fact that Playboy has brought us new additions to our customer list." The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/8 page ads in Playboy have produced 10,200 inquiries—25% more returns than their second ranking magazine produced in nine months. The Diners' Club, world-wide credit organization which uses Playboy to promote its travel reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

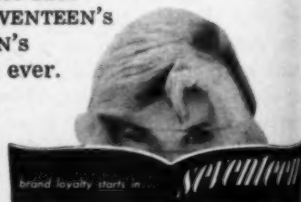
730 Fifth Avenue/New York/Ci 5-2620
232 E. Ohio/Chicago/Mi 2-1000

"GIRL TALK" FOR AD MEN



seventeen magazine
HITS ALL-TIME HIGH!

Now on the newsstands and in teen-age girls' hands—the August issue of SEVENTEEN Magazine...the biggest issue in SEVENTEEN history. Advertising linage, the highest ever. (Quite a height for the publication that has captured first place in the space race among monthly magazines for women *for seven successive years!*) And SEVENTEEN's circulation reached an all-time high during the first half of 1960. SEVENTEEN's August-September Back-to-School Promotions attracted more tie-ins than ever. America's Young Women Under 20 like the way SEVENTEEN speaks their language. Manufacturers, retailers and ad men like the way its "girl talk" makes their *money* talk. 65.2% of SEVENTEEN's 5,100,000 readers have actually bought merchandise from its pages!* *Gilbert Youth Research



it's easier to **START** a habit than to **STOP** one!

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 8-6000



Follow the LEADER in Philadelphia and its suburbs

There's one leader in Philadelphia and its suburbs.
It's The Evening Bulletin.

The 1959 A.B.C. Audit Report shows that The Evening Bulletin's leadership in circulation in 14-county Greater Philadelphia is 145,637.

Two major research studies show The Evening Bulletin's leadership in adult readership in both the city and the suburbs.

The 1960 National Analysts, Inc. survey shows that The Evening Bulletin leads in readership by 351,000 adults in Greater Philadelphia homes with telephones.

And the 1957 Carl J. Nelson Research, Inc. study shows that The Evening Bulletin leads in readership by 396,000 adults in Greater Philadelphia families.

In the suburbs, where Greater Philadelphia is

growing fastest, A.B.C. Audit Reports for 1950 and 1959 show:

The Evening Bulletin's Suburban Circulation Grew TWICE AS FAST As The Morning Inquirer's

	Circulation Gain	Percent Gain
Evening Bulletin	+45,641	+19%
Morning Inquirer	+20,490	+9%

The Evening Bulletin's Suburban Circulation Leadership TRIPLED . . . from 11,611 to 36,762

(and this 36,762 leadership does not include the tens of thousands of Evening Bulletins sold in downtown Philadelphia which are carried home to the suburbs every day)

Follow the leader in Philadelphia and its suburbs—
The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation and Readership ... in Philadelphia and in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14 county Greater Philadelphia A.B.C. City and Trading Zone

We wash it . . . but it doesn't shrink

This year our circulation is larger than ever—over 1,400,000 paid subscriptions. It could be larger still, only we "wash out" the deadwood.

This cleaning is automatic. Subscriptions are only sold to and accepted from people who meet the circulation specifications set by each publication. Subscriptions from people we believe would not benefit from the editorial and advertising content of the magazine are declined. Last year we discouraged more than 22,000.

Expiration and renewal procedures established by the Audit Bureau of Circulations are a built-in device that continually purges the list. There's even an unconditional, money-back guarantee to catch any unhappy subscribers before expiration.

And still our circulation grows. Why? We believe the big reason is our editorial philosophy. When you want busy men to spend time and money on a magazine, you must deliver more business news, useful facts, deeper interpretation.

This kind of editorial content attracts the kind of readers that count with advertisers . . . the kind that want a magazine enough to pay for it.

That's the only kind we have.



McGRAW-HILL PUBLISHING COMPANY, INCORPORATED

330 WEST 42nd ST., N.Y. 36, N.Y.

*Selected and bought by men in industry who
want the best in editorial service.*



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MEDIA MANAGEMENT AT ALLIS-CHALMERS

- **Industries Group invests \$1 million in 100 business publications.**
- **Advertising Department sets budgets, selects, evaluates, buys media.**

Interview with James W. Murphy, Manager, Advertising Department, Allis-Chalmers Industries Group.

THINK BIG is more than a catch-phrase at Allis-Chalmers. It is standard operating procedure for an organization that produces more than 1,600 capital goods products for almost any industry you can name.

Carrying this concept through sales and sales promotion functions, A-C Industries Group uses some 100 business publications as the foundation media for its broad sales promotion efforts. In the opinion of advertising management, the business paper medium is today's most effective and efficient means of communication to *specialized audiences* in various industries. This policy is reflected by the fact that Allis-Chalmers ranks among the top 10 advertising investors in business publications. Approximately \$1 million is invested annually by the Industries Group alone.

Somewhat unusual in its operation, primarily because

of a basic, diversified marketing approach, is the Industries Group advertising department. Using all the functions of its advertising agency (Klau Van-Pietersom Dunlap, Inc., Milwaukee) the advertising department must coordinate 47 individual product campaigns going to many industries, into a cohesive, single-company image.

Advertising Department Organization

Heading the department of 60 that is responsible for all Industries Group sales promotion activities is the advertising manager, James W. Murphy. Reporting directly to Mr. Murphy is a managerial staff of six, including the assistant to the department manager, A. R. Tofte. Four managers are in charge of the various facets of product promotion. There is also a full-time media buyer, who coordinates the agency's media activities, helps plan and compile budgets, and maintains advertiser-publisher relationships.

All operational components must contribute directly to the basic philosophy of helping the salesman reach his customer to make a sale. Each component undergoes continuous evaluation to determine its level of contribution.

An integral part of department operations, but only indirectly concerned with media selection for advertising

James W. Murphy had both agency and advertiser experience before joining Allis-Chalmers in 1952. A graduate of the University of California, he served as communications officer in the Pacific in World War II, and qualified as a Naval pilot after the invasion of Okinawa. After his release from the Navy, he joined the Dallas Branch of the McCarty Company as an account executive. He was later advertising and sales promotion manager of three New York-owned corporations. He is past president of the Milwaukee Advertising Club and a member of the Business Paper Committee of the ANA.



are two of the four sales promotion areas. The first, the publications section, under the direction of John L. Black, manager, is the editorial area of industrial publicity and technical articles. Sections within the publications scope also produce internal and external sales publications, pricing, catalog, and instruction book material.

The second is the promotion services section, under H. A. Reinhard, manager, with responsibilities for trade show exhibits, production, art, photography, films, commercial catalogs, and special requests.

Swinging back to the functions directly concerned with media for advertising, L. C. Doelger is manager of utility equipment advertising, which encompasses three major Industries Group divisions; Power Equipment, Hydraulic, and Atomic Energy. Covering some 25 product lines, Mr. Doelger is responsible for utility industry advertising and the implementation of all product advertising for these three divisions.

D. A. LeRoy is manager of industrial equipment advertising, which encompasses the Industrial Equipment Division, and Canadian Allis-Chalmers Division, plus

Allis-Chalmers International. Mr. LeRoy's responsibilities include general industry advertising, implementing of all product advertising for the Industrial Equipment Division and coordination with Canadian operations and A-C International.

T. P. Doyle is media buyer for the entire Industries Group. He is responsible for interviewing all media sales personnel and, in cooperation with the agency's media department, is also responsible for the evaluation, selection, and subsequent buying of publications which best serve the various fields important to the Industries Group.

The Product Advertising Manager

The product advertising managers' prime responsibilities are to the product departments they serve. They are marketing coordinators in all areas involving sales, and translate the sales problems and objectives of these products departments into advertising and sales promotion plans. This coordinating function means continual contact with product departments and outlying works. It is neces-



A-C MEDIA MANAGEMENT TEAM: L. C. Doelger, product advertising manager; T. P. Doyle, media buyer; James W. Murphy, advertising manager; D. A. LeRoy, product advertising manager.

sary to know immediately when shifts in sales strategy or changes in production (such as introduction of new products or redesign of products in a line) require changes in marketing plans and adjustments in media selection and schedules. Programs are always designed to remain flexible throughout the year.

Budget Planning

The first stage of the media cycle is budget planning. This usually starts in August. Deadline for presentation and approval is November 1.

The advertising department manager and product advertising manager participate in a series of meetings with sales management to review sales problems and objectives. This is generally done industry by industry in the company's market. These objectives are studied in relation to product department plans. Since each product line has a separate budget and individual goals, the biggest problem is the coordination of all of them into selling to whole industries.

In establishing objectives and determining the number of dollars to be invested in media, a number of factors are considered. Market data are accumulated from many sources. One source is product department experts, another the company's research and sales departments who supply reports and analyses on the product lines. Business publications supply information on industry trends, forecasts, potential, brand recognition, and markets studies. "In general," Mr. Murphy states, "business publications furnish us with excellent information. This helps us define and understand markets for our many products. It also aids in our selection of media to cover specific markets. There are times when we request publications to make special analyses and market studies. In correlating this information, obtained from media with our own company data and with material derived from customers and sales activities, we have found the publications very reliable, accurate, and up to date. Quite often it is material which cannot be obtained from other industry and government sources."

Following the series of departmental meetings, the

product advertising manager presents a preliminary report on advertising requirements.

At this time, the advertising department drafts a budget developed by the task method for each product line.

The second step is the evaluation and selection of media to be used. The schedules to run in each publication are determined at this time. The drafted plan is then presented to the sales and product groups for their approval.

Overall Marketing Plan

When the individual product line budgets have been agreed upon by the sales and product departments, the advertising department makes each an integral part of the overall Industries Group marketing plan. This plan is presented to the vice presidents in charge of divisions, the vice president of sales, the director of domestic sales, and the director of sales promotion for the Industries Group.

Once the overall budget is approved, a product advertising manager must coordinate the flow of advertising and sales promotion material, drawing on department and agency services. This takes him into creative areas and back again into media for monthly scheduling of product lines. During a year the budget and advertising strategy is reviewed monthly by the various product departments.

Advertising department personnel must keep up to date on all product department sales problems. To do this they make field trips, attend trade shows and association meetings. There they meet customers and field salesmen and discuss the latter's problems and needs. These activities give them the necessary insight for evaluating the types of sales promotion material that will be most effective.

"We like to think of the product managers as being the synthesizers of information for the Industries Group," says Mr. Murphy. "They must be able to make contacts with a number of people, and apply the information they derive to the creation of an effective advertising and sales promotion program. Each manager is responsible in his area for the direction of all creative work from copy and artwork to plates and printed material produced within the company and by the advertising agency."

Responsibilities of the Media Buyer

With an organization such as this, the A-C media buyer has two primary responsibilities. One is to work closely with the agency in evaluation of business publications. The other is to act as liaison between publishers and the product managers. It is the media buyer's responsibility to maintain complete files of information on markets and media. This information is presented to the advertising management people with the media buyer's selection of publications to be used in each market.

Media evaluation is particularly important to an advertiser who uses approximately 100 publications which carry some 1,500 pages of advertising each year. Figure 1 shows the broad spread of media markets and the number of publications used by the Industries Group in each market classification.

Figure 1		
SRDS Market Classifications For Business Publications		Number of Publications Used by A-C Industries
Class No.		
2	Air Conditioning, Heating	1
19	Building	1
20	Business	1
28	Chemical	5
39	Electrical	12
41	Engineering, Construction	4
43	Exports, Imports	8
50	Food	1
55	Gas	1
69	Industrial	8
70	Industrial Distribution	1
70A	Industrial Purchasing	1
84	Maritime	1
85A	Materials Handling	1
88	Metal, Metalworking, Machinery	9
91	Milling, Flour, Feed, Cereal	3
93	Mining	7
98	Municipal	1
101A	Nuclear Science, Engineering	3
109	Paper	6
111	Petroleum, Oil	4
117	Power, Power Plants	2
120	Product Design Engineering	2
139	Stone Products	2
143	Textile	3
155	Water Supply	4

It is a department rule that the media buyer is always available to interview any publishers' representatives who call. Mr. Murphy feels salesmen are a valuable link in the flow of information. They are given every opportunity to present their sales stories. The media buyer has contact with an average of 50 media representatives a month. During the course of a year many meetings with salesmen will include product managers and the advertising manager.

Media Selection

Media selection is dependent upon several factors. The most important is editorial content. Determination of this is a joint responsibility of the media buyer and the media department of the agency.

Consideration is given to a publication's editorial staff

ORGANIZATION

TABLE 2

Magazine	ELECTRICAL NORTH (WEEKLY)				L. D. Barnes				Contract No. 27							
Rate Per Page	52 X	\$550.00 per page				680 N. Michigan Avenue										
Color		110.00 per page				Chicago, Illinois										
Blood		15% per page								Period 1-1-60 to 12-31						
Position	Inside Front Cover		12 times		Position Rate		\$625.00									
Total Pages	192	Space	\$106,500.00		Color	\$19,800.00		Blood	None		Total Cost		\$126,300.00			
Department	Times	Space	Color	Blood	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
POWER TRANSFORMER	12	7,500	—	—	1287 *4	1291 *1	1297 *7	1287 *4	1301 *2	1297 *6	1291 *4	1301 *1	1287 *5	*3	*7	*5
NETWORK TRANSFORMER	8	4,400	880	—		1210 8		1217 11		1210 13	1213 11	1217 8		10	14	12
DISTRIBUTION TRANSFORMER	8	4,400	880	—	1200 18		1233 14		1200 9		1233 18	1236 15	1233 12		21	19
DRY TYPE TRANSFORMER	10	5,500	1,100	—		1235 15	1238 21	1242 18	1235 16	1238 20	1242 25	1235 22	1238 19	17	28	
INSTRUMENT TRANSFORMER	12	6,600	1,320	—	1207 11	1213 22	1222 28	1207 25	1213 23	1222 27	1327 4	1213 29	1222 26	24	7	26
REGULATORS	12	6,600	1,320	—	1218 4	1216 1	1210 7	1218 4	1202 2	1216 6	1218 4	1215 1	1210 5	3	7	5
CAPACITORS	12	6,600	1,320	—	1204 11	1220 8	1205 14	1220 11	1212 9	1204 13	1205 11	1212 8	1220 12	10	14	12
HEAT TRANSFER	10	5,500	1,100	—	1274 25		1260 21	1274 18	1280 2	1260 6		1271 15	1280 12	17	14	5
STEAM TURBINE	10	5,500	1,100	—		1231 29	1246 21	1282 18	1231 30	1246 6	1282 4	1231 1	1246 5	31	7	
SWITCHGEAR	12	6,600	1,320	—	1283 4	1219 1	1283 7	1275 4	1219 23	1266 27	1219 25	1275 29	1266 26	24	28	26
MOTOR GENERATOR	10	5,500	1,100	—	1208 18	1290 8	1214 14	1208 11		1290 20	1208 11	1214 12	1290 10	14	12	
HYDRAULIC TURBINE	6	3,300	660	—	1224 11		1240 21		1224 2		1240 4		1310 5		21	
VALVES	6	3,300	660	—		1227 1		1234 4		1227 13		1234 1		31		5
TRASH RAKE	6	3,300	660	—	1209 18		1226 14		1209 9		1226 18		1226 19		21	
ATOMIC ENERGY	6	3,300	660	—	1201 4		1206 7		1201 2		1206 25		1330 5		28	
WATER CONDITIONING	6	3,300	660	—		1262 8		1281 25		1262 13		1281 29		3		5
BOILER FEED PUMP	6	3,300	660	—		1254 15		1265 4		1322 20		1333 15		10		26
MOTOR CONTROL	6	3,300	660	—	1202 11		1211 7		1202 16		1211 11		1338 12		28	
CENTRIFUGAL PUMP	6	3,300	660	—		*1256 8		1270 11		1256 6		1270 22		3		19
MOTORS	6	3,300	660	—	1203 18		1221 28		1203 23		1221 18		1337 19		21	
RECTIFIER	10	5,500	1,100	—	1255 25	1261 1	1259 28	1255 18	1261 16	1259 20			1328 19	24	7	12
CIRCUIT BREAKER	12	6,600	1,320	—	1250 25	1258 15	1288 7	1250 25	1258 23	1288 27	1316 25	1324 8	1316 26	17	28	19

and its ability to produce a publication that will be read, the choice of articles published, and the style in which they are presented. Layout is considered. The use of color, photographs, charts, graphs, and illustrations is considered important. In most instances, the advertising depart-

ment and agency feel they can judge editorial presentation and content. Where highly technical material is involved, the points of view of the product, research, and engineering departments in the Industries Group are sought.
(Continued on next page)

Further evaluation of qualifications and performance of editorial staffs is made through personal contacts. The media buyer and the publication manager make it a point to visit as many publishing firms as time permits each year.

Recently, Mr. Doyle spent a week at the New York headquarters of a large publisher. "Our experience shows," says Mr. Murphy, "that we can learn much about a publication from the editor. He can give us a clear picture of the publication's objectives. His responsibility is to the magazine itself. Of course, we consider in addition, the basic job done by the publication sales representatives."

These field trips also permit the media buyer to appraise publication facilities, see how the magazine is put together, and to talk with other personnel such as those responsible for advertising make-up and circulation.

Editorial Seminars

The advertising department arranges marketing and editorial seminars from time to time. Editors are invited to visit Allis-Chalmers to meet the advertising, sales, and product personnel. During these sessions, industry problems and A-C's marketing objectives are stated. In turn, the publications offer industry information and relate Allis-Chalmers products to their markets. It is considered that the editor's knowledge of his field indicates his ability to edit a strong publication.

The media buyer also calls on customers and prospects. These trips afford him opportunities to discuss marketing problems, buying practices, and reading preferences.

Readership studies made by publishers are considered. The advertising department also conducts its own studies among customers and prospects. Inquiries, although received in large numbers, are not the primary factor, as they are not considered fully indicative of a publication's impact or acceptance.

Since Allis-Chalmers is a member of both the Audit Bureau of Circulations and the Business Publications Audit of Circulations, the media buyer has their services at his disposal. "We do not favor one auditing organization over the other," states Mr. Murphy. "It has always been our policy to use the best possible publications whether they are associated with ABC or BPA. Our main concern is that the publications we use are audited. Frankly, we would like to see a single audit. This could make the service provided by an auditing organization much more valuable in the evaluation and purchase of media."

In evaluation of media, the media buyer also takes advantage of the facilities of the agency's media department. Readership studies, comparative analyses, and special media reports may be procured from the agency through the direction of the media buyer.

Scheduling

A number of factors must be considered in scheduling. The Industries Group has advertising appearing every month, but the proportion appearing in a given month depends upon industry buying patterns. These may vary by product lines, being either constant, cyclical, or seasonal. Other factors involve the introduction of new products, special issues, redesign of products, creative elements, and changes in market conditions. With wide ranges of products and a large volume of advertising in many publications, more than one advertisement may appear in an issue. In some publications as many as 20 product-line advertisements could appear in one issue.

Figure 2 shows a possible schedule in a weekly publication serving the electrical field. It is evident that care is required to integrate each product line in the schedule to avoid having too many advertisements run in the same issue or at the same time of year.

With the budget approved, the agency issues contracts and insertion orders to media according to schedules approved by the A-C media buyer.

Relationship of Buyer and Product Advertising Managers

In general, the basic concept of marketing and media buying within the Industries Group is one of teamwork. The product managers are aware of the sales goals of each of the product departments. They are abreast of all factors which will affect the advertising and sales promotion programs. They know the marketing facts regarding their product lines; for example, what industries are the best potential; which industries will receive major sales efforts; what new products will be introduced; and the amount of money to be spent on advertising each product. This information, collated with the media buyer's knowledge of publications, determines the selection of business publications.

In many cases, the flow of information is reversed. The product sales people may need market information. Their needs are relayed to the media buyer through the product advertising managers. The media buyer then makes contact with the publications he feels would be best prepared to furnish the information. When the requests are answered, the product managers evaluate the material and interprets it for the product department.

The responsibilities of the media buyer and the product managers are similar to those of an intelligence officer who collects, evaluates, collates, and disseminates information to his superior officers at headquarters.

Once they have performed their assigned tasks, a series of final meetings with the advertising manager and various agency representatives is held. Through these meetings the advertising department is able to develop a well integrated marketing plan to represent Allis-Chalmers in the industries served.

Media Buyers Group Formed in San Francisco



NEW MEDIA ROUNDTABLE in San Francisco at its inaugural meeting heard L. W. Lane, publisher of *Sunset Magazine* speak about barrage of media that surround him in picture above (please note MEDIA/SCOPE in front row).

A NEW MEDIA BUYERS group, the San Francisco Media Roundtable, has been formed in that city, adding to the already fast-growing local associations of media buyers in other cities (New York, Chicago, Boston, Pittsburgh, Cleveland). First organizational meeting was held on June 21 at the Fior D'Italia in San Francisco, with 50 enthusiastic media buyers from the area in attendance.

The group's present officers are a three-man executive committee appointed for one year. For 1960-61, this committee will consist of two permanent members, Richard Clark, media director of Cunningham & Walsh, and E. Patrick Healy, director of media relations and planning of Young & Rubicam, with a third member to be chosen for each meeting. The first alternating member is Jack Davis, treasurer and media director of Honig-Cooper, Harrington & Miner.

The group was organized by these three men plus Rod McDonald of Guild, Bascom & Bonfigli; Lew Jones, formerly of Foote, Cone & Belding; Clifford Badger of J. Walter Thompson; Lloyd Prosser of BBDO; Allen Jones of McCann-Erickson; Taylor Rhodes of Foote, Cone & Belding; Jack Newell of Johnson & Lewis, and Hal Brouse of Lennen & Newell.

The Roundtable will be, according to Mr. Healy, "an organization for media planners and buyers only, directed towards the more provocative and hence useful areas of media consideration, which are either too big, to predictive, or too controversial to be part of our normal working days."

"The basic format of the meetings

will probably be that of the panel discussion, with outside participants from fields relevant to the meeting's subject. There will be no set number of meetings. When we have agreed upon a subject and secured the guests we want, we will schedule a meeting. In no case do we believe there will be more than one meeting a month. The meetings will probably be in the evening."

Lane, Buck Speakers

Active participants in the first meeting were two prominent magazine men and a panel of agency media executives. Principal speakers were L. W. Lane, publisher of *Sunset Magazine*, and Thomas F. Buck, advertising director of *McCall's*.

Mr. Lane called it significant that magazines should be the subject of the inaugural meeting of the group. "In the years immediately after the war," he said, "it might have been the Sunday supplements that were then getting a new shot in the arm."

"Ten years ago it likely would have been television—a dynamic medium that was the fabulous, exciting beanstalk in advertising. Three or four years ago, it might have been radio. Car radios, portable and transistor radios, the resulting multiple ownership of radio sets, and most importantly—new and creative programming—made this medium spring back to life. But on June 21, 1960, here in San Francisco, the subject is magazines. Magazines are being talked about more today than any time in the memory of virtually everyone active in the advertising business."

Mr. Lane went on to forecast for magazines:

1. More different magazines, particularly in the specialty magazine field.
2. Changes in magazines designed to better serve their changing markets, rather than changes motivated by crises within the sponsoring publishing house.
3. More reader time spent with those magazines that better serve their readers.
4. Heightened visual appeal in mass magazines, but not in service and special-interest magazines.
5. More selectivity and flexibility for the advertiser; but regional editions ("often nothing but loss-leaders") not the only answer.
6. An increase in new space units and new techniques, but they will cost extra.

More Magazines Predicted

Thomas F. Buck, advertising director of *McCall's*, predicted that in the Sixties there will be more magazines, greater circulation, and better editorial content.

He declared that better editorial content in magazines will develop from increasing appreciation by publishers of their responsibility to the public. This improved quality of publications will offer better advertising opportunities, he maintained. Mr. Buck added that the achievement of finer editorial matter means appealing to quality readers, and this, in turn, means that there will be more consideration on the part of advertisers for quality of circulation. ■

BUDGET S.t.r.e.t.c.h.e.r

*How
related-item advertising
in season
is used by Sunkist
and Tea Council
to double reach
at same cost.*

WHAT CAN HAPPEN when two advertisers whose products are used together join forces for advertising and promotion is well illustrated by the current related item campaign of Sunkist Growers, Inc., (in behalf of Sunkist lemons) and Tea Council of the U.S.A., Inc., (in behalf of its members' brands of tea).

Russell Z. Eller, advertising manager of Sunkist, is an old hand at related-item advertising; but this is the first such advertising program for the Tea Council, under the management of John M. Anderson, executive director. Both men found it easy to work together, and to induce their agencies to work together on the campaign. They are pleased with the increased reach that joining forces will give to brand budgets during an important specialized period of use for their products.

The idea for related advertising grew out of related item promotion of tea and lemons at the point of sale last year during the iced tea summer season. What more logical than to extend the same association to national advertising coverage during the season? The result is not only a larger fund for advertising of both iced tea and lemons, but also a natural set-up for a strong media mer-

chandising program to and through trade channels.

The suggestion for the tie-in came from Sunkist Growers late in 1959. Mr. Eller and Mr. Anderson worked out the plan together at meetings in New York and California; and the two advertising agencies (Leo Burnett for the Tea Council and Foote, Cone & Belding for Sunkist) worked out the details. One major magazine advertisement used was done by the Tea Council account group at Burnett, and placed through that agency; newspaper advertisements and trade advertising was prepared by Foote Cone & Belding. Both agencies split the total commission on space. Since this campaign was worked out, Sunkist Growers has switched its account to Leo Burnett; but Burnett will not become its agency of record until November 1.

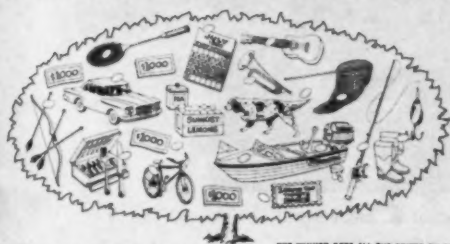
Media Switch for Tea Council

Budget for the summer campaign is \$254,000. This includes \$38,000 for merchandising, costs of a consumer contest featured in a *Life* magazine advertisement, advertisements in 75 newspapers, and a trade advertisement in

Treat yourself to the coolest summer ever ...with

ICED TEA and LEMON

Win the \$10,000 in prizes
on this LEMON-TEA TREE



Which statements are true
in the entry blank below?

OFFICIAL ENTRY BLANK

Read the statements on the Lemon-Tea Tree.

There is a cash prize of \$10,000 in the contest.
There is a cash prize of \$10,000 in the contest.
There is a cash prize of \$10,000 in the contest.
There is a cash prize of \$10,000 in the contest.
There is a cash prize of \$10,000 in the contest.
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There is a cash prize of \$10,000 in the contest.
There is a cash prize of \$10,000 in the contest.
There is a cash prize of \$10,000 in the contest.

Name _____
Address _____
City _____ State _____
Total number of entries checked in _____

TOP WINNER GETS ALL THE PRIZES ON THE TREE...

Best 10 winners, \$100 each

Follow these easy rules:

1. Cut out the Lemon-Tea Tree and the Official Entry Blank from this advertisement. 2. Fill in the blanks on the Official Entry Blank. 3. Mail the Official Entry Blank to the Tea Council, 1111 Market Street, San Francisco, California 94102. 4. The contest will run from June 27 to July 27, 1966. 5. The prize is \$10,000 in cash. 6. The prize is \$10,000 in cash. 7. The prize is \$10,000 in cash. 8. The prize is \$10,000 in cash. 9. The prize is \$10,000 in cash. 10. The prize is \$10,000 in cash.

Cool off with some of this long, cool drinkin'.
Pops out a chime without filling you up.
Cool ups of treat tea laced with fresh Sunkist lemon.
Can't you just taste it, now?
(Wouldn't your family love some, tonight?)



Why don't you have
Iced Tea and Lemon
more often!

Sunkist Fresh Lemons / Tea Council of the U.S.A.

ICED TEA AND LEMON. This is a two-page, four-color advertisement that ran in Life magazine on June 27. The advertisement is a feature of a \$254,000 June-July iced tea and lemon advertising and merchandising campaign sponsored jointly by Sunkist Growers and the Tea Council of the U.S.A., Inc.

Super Market News. The total budget will be split down the middle, paid for \$127,000 each by Sunkist and the Tea Council.

The Tea Council had been using radio only as the medium for iced tea advertising for the last three years. With a total budget of \$530,000 for iced tea, Mr. Anderson did not believe that he could afford to get the kind of impact he wants in any medium that he goes into if he used only a small part of the budget in a medium such as magazines. However, with the assist that comes from Sunkist as a related item advertiser, he has a welcome budget booster. All he had to do was delay the opening of the iced tea radio barrage by two weeks, and he had the dollars required to match Sunkist's investment. The Tea Council will still be spending about \$400,000 in radio for iced tea by itself. The related promotion is added to that.

With addition of the magazine advertisement, the Tea Council finds that its coverage is considerably broadened from the 29 markets in which its iced tea radio campaign is running. And, although Mr. Anderson puts considerable value on the impact of radio in the summer months, he

believes that the doubling of his dollars with those of Sunkist makes the magazine advertising worthwhile. "Half of the print program (i.e. \$127,000 in print)," he says, "would not have matched two more weeks of radio. But the whole program will. Furthermore, if we had chosen to do the whole print program ourselves (i.e. \$254,000 in print) this would have emasculated our radio campaign."

The Tea Council's iced tea radio campaign will embrace the same 29 markets covered in the past. Using 60-, 30-, and 20-second spots, 12 markets will receive a minimum of 100 spots a week. All spots will run seven days a week from 3:00 to 6:00 p.m. The commercials will revolve around the Council's iced tea jingle: "Why don't you have iced tea more often? Why don't you have iced tea tonight?"

Sunkist View on Tie-Ins

"Sunkist has had some highly successful tie-in promotions," says Mr. Eller, "and some not so successful. They work out for both partners when a few basic prerequisites are satisfied. (Continued on next page)"

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BUDGET Stretcher



RUSSELL Z. ELLER
Advertising Manager
Sunkist Growers, Inc.



JOHN M. ANDERSON
Executive Director
Tea Council of the U.S.A., Inc.

(Continued from previous page)

1. The two products must be truly complementary at the end use—not just dragged in by their heels.
2. The two partners must be in good repute with the trade to assure a good sales environment.
3. Each of the partners must agree not to crowd the promotion with preceding or following promotions which dull the edge of interest.
4. There should be provided a period of two months of preliminary announcement and build-up to permit effective trade contacts. To make this possible, agreement on all details of the advertising promotion and sales details must be calendared back at least six months from the promotion date.
5. All material should be ready for shipment six weeks before the beginning date.
6. Sales personnel must be keyed in with a clear understanding of the intensity and character of effort expected from each participant.
7. After the show is over, a critical examination of every component of the program must follow to determine flaws and strengths. Sales results, trade attitudes, and the performance of all factors determine whether it should be repeated and how to make it work better the second time.

"Sunkist has worked with the tea industry since 1938. It has been a productive relationship, I believe, for both tea and lemons. These have been major promotions. If it isn't major, it isn't promotion."

Consumer Contest

The most important advertisement in the campaign was a two-page, four-color insertion in *Life* magazine's issue of June 27, appearing on the newsstands June 23, promot-

ing a \$10,000 winner-take-all nationwide contest. Preceding the *Life* placement on June 16 was a 600-line advertisement to run in 75 newspapers in 50 metropolitan markets throughout the country announcing the contest. On July 7, another 600-line advertisement appears in the same papers.

The entire iced tea and lemon tie-in is built around the contest which is called the Iced Tea-Lemon Tree. The tree is unique because it grows both lemons and tea.

To enter, the consumer checks 20 true-or-false statements about the tree that are provided on the entry form, and mails it with a box top, bottle top, or jar top from any brand of tea. Each contestant also must write the word *Sunkist* on a specified part of the form.

Usable entry blanks, expected to reach 17.6 million per insertion in newspapers, plus 6 million in *Life*, are a dominant feature of the advertisements. Add to this 6,300,000 entry blanks distributed through retail stores.

Tie-in material featuring the joint promotion is being made available to the trade both through the Sunkist merchandising crews and through the sales staffs of member companies of the Tea Council. All of this material will be basically the same; but it will carry different imprints. That distributed by Sunkist will simply carry the Sunkist name. That distributed by Tea Council members will be imprinted with the individual brand name of the tea packers whose salesmen distribute the material.

If all of the tea packers cooperate, there will be a total of over 1,200 tea salesmen plus almost 300 salesmen and merchandisers let loose by Sunkist to excite the trade about this one promotion. Mr. Anderson wants to do other related advertising campaigns of the same kind. Reaction of the packers with this one, will tell him whether to make it an annual event.

No. 8 in a Series

The First Time I saw Fleur

Or,
a Legend
Is One Thing;
The Truth
Is Something Else Again.

By George Benneyan

EVERYBODY TOLD ME to be afraid of Fleur Cowles.

And the first time I saw her (which was after I had signed up with the Cowles organization and she was one of my new bosses) I told her so.

I'm not sure yet whether I was dumb or smart.

It was late in 1950. Fleur Cowles was the editor of a startling and exotic, *avant-garde* monthly called *Flair*, which she had originated and launched in February of that year. She was associate editor of a midget-size (4 x 6) weekly, a news magazine called *Quick*. She was associate editor of a highly successful bi-weekly, a picture magazine called *Look*. She was a director of Cowles Magazines, Incorporated. She was the wife of Mike Cowles, the publisher of all three magazines and the president of CMI.

When she was 15 (as she told Mike Wallace when he interviewed her on his TV show last October) she got a job at \$100 a week in Gimbel's advertising department.

She had by-lined a fashion column in the New York *World Telegram*. She had been a partner of a New York advertising agency named Dorland International, Pettin-gill & Fenton. She was Fenton; her then husband (her second) was Atherton Pettingill.

Born Florence Friedman (and a cousin of Gen. David Sarnoff) she was already something of a legend, and there were all kinds of stories about her, as there are about all legendary figures.

• • •

WHEN THEY LEARNED that I was to become promotion director of *Flair*, *Quick*, and *Look*, my friends warned me about Fleur Cowles. They questioned my ability to get along with her, and *vice versa*.

She was a woman, they said; that was enough to create a problem for a man like me, they said. She was a most unusual woman, a very positive woman, they said: that was enough to magnify the problem, they said.

She was ruthless, they said. She was hard, unfeeling, and unpredictable, they said. She had destroyed many a person, they said. If she took a dislike to you or questioned your talents, God help you, they said. She blew hot and cold and you never knew where you stood, they said.

I didn't know Fleur. I knew of her, of course (as who didn't?). I had not talked to her during the negotiations for the job. The circumstances of my first meeting with her were unexpected and somewhat dramatic.

I had had interviews with Mike Cowles and Vern Myers, with S. O. Shapiro and Larry Hanson. It wasn't easy for Mike to agree to my being hired because he had a long-standing and well-publicized policy (it was a fetish, really) of hiring only younger people for the key spots on his staff. I was 56 years old, at the time, and, I think, the oldest man Mike Cowles ever hired.

What finally persuaded him to overlook my years, I believe, was my assertion that I was still playing tennis.



That, of course, proved that I was old in years only. (I didn't know it at the time, but Mike was a first-class tennis player. That probably helped.)

• • •

I WAS TO BEGIN my duties at *Look*, *Quick*, and *Flair* on Monday, December 3, 1950. I was still on the payroll and still working at the *American Weekly* on the Friday before, when I got a phone call from Vern Myers. Could I attend a luncheon meeting of Cowles executives the next day, Saturday? Would I go straight to Mike Cowles' office at 12 noon? I said yes, of course; though I had planned a two-day airing at my farm between jobs.

When I got to Mike's office he explained that the meeting was caused by some sudden and important developments. He and the directors of CMI had decided a few days earlier to fold *Flair*. It had been losing too much

money, and the prospects of its getting into the black were not promising, he said. All the Cowles executives had already been told about the move.

There was, of course, widespread dismay and disappointment. Fleur, particularly, felt bad, Mike said. The folding would mean the loss of many jobs, the absorption of some *Flair* people by *Quick* and *Look* and the rearrangement of some executive duties. Worst of all, it meant the abandonment of an idea.

He had called this meeting of his key people, including the branch managers, as something of a salute and farewell to *Flair*, and as a morale builder for the other two magazines.

It was not to be a formal meeting, but a friendly get-together and a pick-me-upper. And it was to be held in the apartment which Mike and John Cowles maintained in the Waldorf Towers for special occasions.

He thought the occasion would give me, a new man, a good opportunity to meet everybody; and we would walk over together. Fleur would be there, he said.

The news was disturbing to me, too. I saw one-third of my job falling away before I began it.

"Mike," I said, "I think the *American Weekly* will take me back or let me stay. If this folding of *Flair* means that you don't need me, you don't have to take me."

"No," he said, "you come, anyway. There's a big enough promotion job to be done for *Look* and *Quick*."

The three-block walk from the Look Building at Madison and 51st to the Waldorf was not the most cheerful I've taken. In the Cowles apartment at the hotel were gathered some 30 or 40 top Cowles men, few of whom I had met and all of whom wore long faces.

And there was a trim, smart-looking, tastefully-dressed blond who, judging from her eyes, had not been free of recent tears. Mike introduced us, and she was most cordial and pleasant and warm in her greetings. I was amazed and captivated.

This couldn't be the Fleur Cowles of whom I had heard so much gossip. Or, reversely, the stories I had heard of this gracious and kindly disposed woman couldn't possibly be true.

She had heard a lot about me from Mike and others, she said. She had wanted to be in on the discussions about my joining Cowles, but she had been busier than usual with *Flair*, she said with a sad smile. She was glad I was aboard, she said; and she was looking forward to our working together.

I told her how sorry I was about *Flair* . . . and she didn't try to hide the tears that came to her eyes as she talked about her pet project. Some day, somebody was going to make the idea work, she said. Maybe she would try it again.

She did try something like it three years later, to most people's amazement and admiration, when she produced a hard-cover, 9½ x 13 inch page, 230-page book which she called *Flair Annual 1953*. It sold at book stores for \$10 a copy. It had many of the exotic designing and printing characteristics (including fold-outs, gate-folds,

die-cut cover, inserts, peek-a-boo windows) that the monthly *Flair* had innovated. Her signed "Editor's Note" said that the *Flair Annual* "is my reply to those who wrote and to the many others I hope still wonder, with some yearning, about *Flair*." . . . "It will be a source of tremendous pride to me," she continued, "to see the *Flair Annual* so well received and welcomed that I may make it a yearly publishing effort." It was a brave and imaginative book, and no one but Fleur could have done it. There was no second *Flair Annual* . . . but the first and only *Annual* added something more to the legend of Fleur.

• • •

BUT TO GO BACK to the day I first met Fleur. I was surprised to find that I wasn't nervous or afraid. I was comfortable and relaxed and natural and disarmed. I don't remember noticing the heavily rimmed glasses or the over-size emerald ring which were part of the Fleur legend. What dominated my mind was her personality. Here was a woman with whom you could be at ease, a woman you could talk to frankly and honestly as you could to a man. In a very few minutes we were friends.

Up to now everybody had been sipping cocktails. When the buffet luncheon table was set up, I proudly filled Fleur's plate and we sat on the sofa with the plates on our laps. I didn't eat much. I was listening and talking. I was very happy. How wrong my friends had been!

Suddenly, I heard myself say: "You know, Fleur, all my friends told me to be afraid of you, and I don't know what the hell they were talking about."

As soon as I said it, I knew I had done something important. Maybe bad, maybe good; but important. It was a thoughtless thing to say. It was the sort of thing a nine-year-old kid would say. It was out before I knew it. And although it was a sincere remark and although I meant it as a compliment, I was sure that I had made a mistake. Now, for the first time I was afraid.

I regretted the words as soon as I had spoken them. "Damn you, Benneyan," I thought, "Damn you for being so impulsive. Now see what you've done."

The silence was deep but mercifully short. She hailed Jack Reiss, then advertising manager of *Quick*, who was standing nearby.

"Jack, what do you think George Benneyan just told me?"

"What?"

"Tell him, George. Tell him what you told me."

I felt like rushing out of the room. But I was in for it. Shamefully and hesitatingly, I repeated, for Reiss' benefit, the stupid thing I had said to Fleur.

"Why do people say things like that about me? Why do they do it? I'm so sick of these stories."

Her questions couldn't be answered, and I'm sure she didn't expect answers. But it was plain to see that the point was a sensitive one, and not a new one, in her mind. I shuddered at the thought of losing a friend so soon; of

winning, perhaps, the dislike and enmity of one I had already learned to admire.

Reiss had no answer and made no comment. He shook his head as if to say he didn't understand it and looked at me as if to say, "How dumb can you be?"

Fortunately, the situation was eased by one of the milling luncheoners (perhaps it was Mike, I don't know) breaking in with some completely unrelated remark.

"You'd better start looking for another job or go back to the *American Weekly*," said my wife that evening when I told her what I had done. "You just don't say things like that to a woman."

"Well, you can't tell," some of my friends who knew Fleur said, when I told them about it. "Maybe she'll like you the better for it. Maybe she'll welcome your frankness. Maybe she'll recognize your remark as the compliment you meant it to be. Wait and see."

I did wait. And I did see.

It was apparent, in a few days, that the good feeling, the rapport, was still there. We could still look each other in the eye and talk freely and say what we wanted to say. We were still comfortable together. She was, I said to myself, a big person.

• • •

FLEUR'S OFFICE AND MINE were on the 14th floor. Her department (she had direct supervision of all the women's features and the special editorial departments like food, fashions, beauty, home furnishings, of *Look* and *Quick*) and mine were the only two departments on the floor. Our own private offices were on opposite sides of the hall. As office neighbors we were always running across each other, saw a lot of each other, talked quite a bit together.

I never knew a harder working, more demanding, more dedicated person . . . man or woman, big or little. How she got so much done, how she kept all the lines from becoming tangled, I'll never understand. For, in addition to her immediate *Look* and *Quick* duties, she had all sorts of other activities and projects.

There was the ambitious *Flair Annual* which I've already mentioned. She was writing a book on Dictator Peron of Argentina and his 19th century forerunner, Juan Rosas ("Bloody Precedent," published by Random House in 1952) . . . "I wrote it in cabs and planes," she told me. She was painting. She was always going off on trips to some far-distant place. She wrote by-lined stories for *Look*. One, I believe, was on Nasser of Egypt; another on Queen Soraya of Iran; another on Queen Fredericka of Greece . . . all of whom she visited and interviewed. She had also visited Juan and Evita Peron on a trip to Argentina in 1950. She did a great deal of book reading. She was chairman of the Reconstructive Plastic Surgery Unit of the New York University-Bellevue Rehabilitation Center. She was a trustee and a very active member of the Society for the Rehabilitation of the

Facially Disfigured. (I didn't know of these connections until later; but they might have explained her kindly interest in me, for since the age of six, I've had a twisted face, the result of a mastoid operation gone wrong.) She was the hostess for her prominent publisher husband with whom she did much entertaining of VIP's. She carried on a voluminous correspondence. She always had a finger in some pie in Washington. In 1953 she served as one of the four U. S. delegates appointed by President Eisenhower to represent him, with the rank of special ambassador, at the coronation of Queen Elizabeth II (the other three were General George Marshall, General Omar Bradley, Chief Justice Earl Warren).

In October of 1959, when she was Mrs. Tom Montague Meyer of London, she came to New York to open a one-woman show of her paintings. She was billed as "Fleur Cowles," and it was a very successful show. Three days after it opened practically all the 50 or more paintings were sold. They were done in 1958 and 1959 and they were all of flowers. Fleur, as you know, means flower in French . . . and many of the paintings were signed simply "Fleur."

In the spring of 1960 her new book, "The Case of Salvador Dali," published some months earlier in England by Heinemann, was published in the U. S. by Little, Brown & Co. Interestingly, the paintings she had exhibited in New York showed unmistakable signs of being influenced by Dali. The book was bylined "Fleur Cowles," although by now she had been Mrs. Tom Meyer for several years, and by now there had been another Mrs. Mike Cowles for several years.

• • •

I CAME TO RESPECT and admire Fleur Cowles for qualities I didn't expect and qualities you don't often find in a woman executive.

She had enormous energy (and "enormous" and "enormously" were two of her favorite words). She was a perfectionist, if I ever saw one. She couldn't tolerate second-rate work or second-rate workers. Things had to be right, or else. She hated mediocrity. She was quick to recognize talent, and she had great respect for and a natural liking of talented people. Nothing irritated her more than to find supposedly talented workers prove to be of little talent.

She herself was abundantly talented, tremendously creative. No one should forget what she did to make *Look* more appealing to women, to give it a truly all-family appeal, to make it in physical appearance as well as in editorial content, a more attractive and interesting big-time, big-league magazine. These were major contributions.

She was frank and outspoken, and sometimes biting and sarcastic. She had little patience. She could make women associates cry and men associates swear, and both tremble.

Outside the regular office relationship, too, we got along well. So well, that I often wondered whether she remem-

bered the blundering remark I made at our first meeting. At parties and receptions in her beautifully decorated home, at sales conventions out of town, at informal staff meetings in her uniquely-arranged office (she had a semi-circular desk, shaped like the copy desk of a newspaper city room and, close to it, the biggest and tallest wicker waste-basket you ever saw), at Christmas parties and company dinners and dances, she was friendly and cordial.

There were others in the organization who couldn't understand why I liked her. But that didn't bother me. She was a constant challenge. Because she was a perfectionist and I was so anxious to please her, I did better work than I might otherwise have done. I gloried in her compliments. I saved (and still have) her little handwritten notes of praise for this job or that.

Some people think that she was a cold fish. She was efficient and capable, yes (they said), but there was nothing warm or sentimental or generous about her. I have reason to know better.

She was kind and thoughtful and considerate and gracious and warm-hearted. If you needed help, if you were in trouble, she was with you and you knew it. Her gifts to department managers and those close to her were as unusual and original, almost, as Red Motley's gifts at the famous annual luncheon parties he threw for his friends.

For years my relationship with Fleur was a very happy one. Then something happened. I couldn't and still can't put my finger on it. I don't know whether it came about gradually or suddenly. There was a cooling off. I sensed a lessening of interest on her part. Before long we were less comfortable with each other. And not long after, we were nothing more than polite acquaintances. She was still pleasant enough, but something was missing. The warmth had gone.

It must have been my fault. Perhaps something I produced made her feel that I wasn't so talented as she had thought. Perhaps some aspect of how I managed my department, including people I had inherited from her, displeased her. Perhaps someone closer to her than I was told her things about me. Perhaps it was because the plastic facial surgery which I went through at her instigation and with her and Mike Cowles' assistance and generosity, did not turn out to be so effective as we had expected. Perhaps it was the result of many pressures, personal and business, that were closing in on her. Perhaps it was an example of her "blow hot, blow cold" trait that I had been warned about.

Nobody seemed to be surprised at the new development. But I was unhappy about it. For Fleur Cowles left a lasting impression on me, as she did, one way or another, on nearly everyone with whom she came in contact for any length of time.

And I often wonder if my life with her and with *Look* and *Quick* would have been any different if I had not said what I did when I first saw her.



HOME-OWNERS

DELIVERED at lowest

"buy line" rate

61¢ per line per 100,000

Look behind the Boston circulation figures, and you'll find more of practically everything you'd want in Herald-Traveler readers . . . Home-owners, for example. You can buy *more* of them and for *less* with the Herald-Traveler — 61¢ per line per 100,000. 67¢ with the second paper, 68¢ with the third paper . . . Or: car-owners, plane travelers, people making more than \$100 a week, people who buy by mail, etc. More of them — at less cost . . . Boston retailers know this — that Herald-Traveler readers are better buyers. The Herald-Traveler has led in retail lineage for 28 years. (32 in national) . . . So buy by the "buy line" rate — the flat rate per line divided by number of the kind of readers you want, times 100,000. The Herald-Traveler rep can give you the "buy line" rates in Boston for many reader classifications.

The BOSTON HERALD-TRAVELER

Boston's home-delivered newspaper

THE BEST "BUY LINE" RATE IN BOSTON

Represented nationally by **SAWYER-FERGUSON-WALKER CO.**, New York
Philadelphia • Detroit • Chicago • Atlanta • Los Angeles • San Francisco

Special travel and resort representative: **NAL WINTER CO.**, Miami Beach



Shulton's Race For Sales

Shulton's well-publicized "Race for Space" TV special is only part of its remarkably thorough coverage of a tough market.

DURING THE LAST WEEK of April 1960, "The Race for Space," an hour-long documentary on the missile age, was telecast in 105 markets across the country. All but a half-dozen of the stations over which it was aired were network affiliates; yet all but 15 of the telecasts were presented in prime evening time. Among the network shows bumped to make room for this show: "Steve Allen," "World Wide '60," "Cheyenne," "Bourbon Street Beat," "Be Our Guest."

This telecast probably netted its sponsor, publicity-shy Shulton, Inc., (one of the biggest names in toiletries for men and women) more favorable notice than at any time during the company's quarter-century history. The reason: Shulton's months-long unsuccessful attempt to place

the show as a special on a national network. All three networks turned it down. The reason offered was that "Race for Space" was a public affairs show, and network policy forbids broadcast of such material not produced by the networks' own news and public affairs divisions.

The result: Shulton was forced to go through the back-breaking job of lining up more than 100 stations, clearing prime time, and persuading the stations to promote the show adequately in each market.

Shulton's willingness to go to the trouble of doing this, instead of jettisoning the whole project, is typical of the company. In its quiet way, Shulton is thorough, and enormously determined to do things in its own way. Frank Carpenter, Shulton's vice president for marketing,



INTERESTING COMMERCIAL TECHNIQUE for TV is a Shulton hallmark. This spot for Desert Flower uses slide-motion technique, employs still photos in sequence, plus a variety of optical effects.

puts it this way: "As a company, we've always believed in a high level of quality, and in promoting our products with something new and different. We sponsored the first of the Victor Borge specials on television, the first appearance of Danny Kaye on TV, and "Cinderella," the first televised Rodgers and Hammerstein musical. 'The Race for Space' is a fine documentary, and the refusal of the networks to air it was no reason for not doing it. In fact, that refusal was in itself an opportunity for promoting the special."

This independent spirit extends to the sphere of agency relations. Shulton is one of the few important advertisers to acknowledge publicly a financial tie with its advertising agency. The Wesley Associates, Shulton's major agency, is listed on the company's balance sheet as an unconsolidated subsidiary, carried as an asset worth \$146,666. The link was forged, says Mr. Carpenter, in 1956, when two of the original Wesley principals were thinking of retirement and the sale or dissolution of the agency. Rather than risk the rupture of a successful client-agency relationship that had endured for 20 years (since Shulton started in business), Shulton decided to make a substantial investment in Wesley. The result, says Mr. Carpenter: Shulton kept Wesley as an agency, and at the same time made a sound financial investment which has paid real dividends. Wesley (which has a growing list of outside clients) apparently is a moneymaker.

Shulton, incidentally, is not reluctant to hire other agencies as it has diversified out of the fragrance toiletries business. Ralph Allum Company handles Ice-O-Derm, an antiseptic astringent, and Good-Aire, an air freshener. Benton & Bowles was retained last year for

Desert Dri deodorant, and Doherty, Clifford, Steers & Shenfield was awarded 3-Way Curl Spray. Campbell-Mithun was retained when Shulton acquired Tecnique, Inc., last year. Tecnique is a hair-coloring preparation.

Shulton's strongmindness has paid off handsomely. With its Old Spice line, it is number one in the U. S. men's toiletries business (which accounts for just under half its volume), and a strong contender in the women's market. It has quietly been extending its operations into such fields as insecticides and air fresheners (through the purchase of Bridgeport Brass's Aer-A-Sol division in 1958), hair preparations, and pharmaceuticals. Shulton is pursuing an aggressive policy of expansion overseas. It recently opened its eighth international subsidiary—in France. The result: Shulton's sales and profits have more than doubled in the last five years, and the firm has grown from a relatively small company whose sales in 1949 were \$10.5 million, and whose profits were well under \$1 million, to a relatively large company 10 years later, with sales of \$43 million, and profits of \$3.7 million.

Shulton is well aware that packaged goods (and the emphasis in toiletries is at least as much on the package as on the goods) require strong advertising support. The marvel is that Shulton, on an annual budget of something over \$5 million, manages to cover its market so thoroughly. Look at any medium, from point-of-purchase right up through network television, and it's a safe bet that Shulton is in it. Shulton misses no opportunity to reach anyone—man or woman, from 18 to 80—who has 60 cents or \$1 to spend on a bottle of something that smells nice and tingles, that softens the whiskers, holds

(Continued on next page)

Shulton's Race for Sales (continued)



SHULTON'S ADVERTISING team thrash out media plans. From left: Maxine Rowland, advertising manager; Frank Carpenter, vice president for marketing; Gilbert Supple, newly appointed advertising director.

down the hair, moistens the skin, or screens the sun.

Media Strategy

Shulton's media strategy is conditioned by the facts of marketing life. The men's toiletries line has important competition (Mennen, Williams, Gillette, and more specifically, Hudnut's Sportsman line and Yardley, which vie with Shulton for the premium priced market). Then, too, the backbone of the business is in the year-round staple replacement of individual items in the line: shaving soaps, after-shave lotion, shampoo, deodorants. Competition plus year-round sale adds up to strong incentive for a continuous advertising program. But Shulton's task is complicated by such strong seasonal sales peaks as Christmas and Father's Day. These are the months when Shulton moves boxed sets of Old Spice products in quantity.

Shulton's solution: constant advertising, month in, month out, supplemented by extra effort during the gift seasons. Magazines are Shulton's workhorse medium and Shulton's message is exposed in a lot of magazines. As Advertising Manager Maxine Rowland says, "All types of men use our products, so we have to reach all types." The main magazine weight is concentrated in the big mass

books—*Life*, *Look*, *Saturday Evening Post*. To conserve the budget, Shulton uses black-and-white insertions (mostly half-pages), except for a splurge on full color during the big gift-giving seasons. To complete the spectrum, Shulton uses such magazines as *Time*, *True*, *Esquire*, *Holiday*, *New Yorker*, plus *Christian Science Monitor* and *This Week*. The prestige magazines, Miss Rowland notes, are used mainly to promote new items in the line. This year, for the first time, Shulton is running advertisements in *Playboy*, in behalf of Pro-Electric (an electric razor shaving lotion) and Short Cut (a hair dressing for the crew-cut set). *Playboy's* audience is mostly among younger men, who are heavy consumers of these products. In addition, Shulton runs a schedule in *Scholastic* magazine and in a variety of college newspapers. One reason, says Mr. Carpenter, is that there is a very high product loyalty in the men's toiletries field. A good deal of the line's growth, therefore, must come from new shavers.

Spot Radio Campaign

Supporting the magazine campaign is spot radio that

(Continued on page 60)



Still No. 1 in Michigan

The friendly Free Press, Michigan's only morning newspaper, continues as Michigan's No. 1 daily paper with over a half-million circulation!

Latest official* circulation figures show that Detroit's fastest-growing daily paper reaches an average of 500,220 families every weekday—the highest daily circulation ever attained by any Detroit newspaper!

Sunday circulation is up, too, to the highest point in Free Press history—now a whopping 530,221.

These new circulation achievements reflect the continuing acceptance of Michigan's prize-winning newspaper.

Your Story, Brooks and Finley man has the complete Free Press story. Ask him!

*Publisher's Interim Statement for the three months ending June 30, 1960, as filed with the Audit Bureau of Circulations, subject to audit.

The Detroit Free Press

Michigan's Only Morning Newspaper

National Representatives: Story, Brooks & Finley

Retail Representative: George Molloy, New York



1 newspaper at 1 low cost provides basic coverage of METROPOLITAN MICHIGAN ... delivers the Detroit Retail Trading Area PLUS Michigan's Standard Metropolitan Areas!

Shulton's Race for Sales (continued)

Mister...
you're going
to wear
that shave all day!



You'll shave
closer, cleaner, faster

with *Old Spice*
PRO-ELECTRIC
THE BEFORE-SHAVE LOTION!

The new hair-softening formula for you, with new formula Pro-Electric. It contains "SOFTEN", an exclusive new non-oily substance that gives your razor extra glide-power. Lets you shave blade-close, blade-clean without "sticking" your face!

And new Pro-Electric, cools and soothes as it smooths the way to a closer, closer shave - refreshes you with that famous Old Spice scent, brisk and lasting. Try it tomorrow morning!

SHULTON
NEW YORK • BOSTON

© 1956 SHULTON, INC. U.S. PAT. 2,558,700

FATHER'S DAY: JUNE 19

choose the gift
that comes through
with flying colors...

Old Spice
for Dad



MAGAZINE TACTICS for men's toiletries: black-and-white half pages for frequency; full-color, full-page for impact.

has been running continuously since 1952. The radio effort is concentrated in 48 markets. Twenty-six of them are assigned a daily schedule of spots clustered in the early morning hours (when men are shaving) and in the traffic hours in those markets characterized by heavy auto traffic. All of Shulton's radio markets are saturated with spots during 30 week ends preceding Christmas and Father's Day. This year, says Miss Rowland, spots will be 30 seconds in length, rather than minutes, because Shulton's famous sea chantey jingle is so familiar it does not need full-minute treatment, and the shorter duration permits greater frequency for the money. One exception: 14 markets in which Adam Young, the firm of national representatives, has developed one-minute "featurettes"; these are, in Miss Rowland's words, "little human interest news vignettes called 'The Spice of Life'."

Shulton does not use newspapers regularly for its men's products. The medium is employed, says Miss Rowland, "to give immediacy" to promotional items (e.g., half-price deals) and to gift packages in season. The same is true of Shulton's use of newspapers for its women's line.

How TV Is Used

The real muscle in Shulton's seasonal campaigns is provided by television. At one time, Shulton was a heavy spot TV advertiser. But, with the emergence of network specials in 1956, Shulton saw an opportunity to develop another television strategy. "We are absolutely national in the men's toiletries market," explains Advertising Director Gilbert Supple; "so the money is better spent in time variation than in market variation. Our technique is (Continued on page 62)

In Houston...

The Chronicle Is The DOMINANT Leader In Advertising Linage

In Houston,
The Chronicle

Reaches
More People

Carries
More Advertising

Sells
More Merchandise

There's good reason for The Chronicle's
47 CONSECUTIVE years of advertising
leadership — the reason . . . **RESULTS!**

Compare the first six-months' figures for 1960:

General Advertising

(Including Automotive and Financial)

Lines

Chronicle	3,253,456
Post	2,848,096
Press	921,108

Retail Advertising

Lines

Chronicle	11,502,910
Post	9,576,789
Press	2,824,102

Classified Advertising

Lines

Chronicle	6,278,434
Post	3,738,095
Press	754,744

The Houston Chronicle gives your
advertising *circulation* where it counts!
Chronicle *circulation* is not just a word, it's
a vigorous, active selling force for your
advertising.

Source: Media Records

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper

The Chronicle is a MUST Buy!

The Branham Company—National Representatives

Shulton's Race for Sales (continued)

BE COOL...
BE BEAUTIFUL...



...USE *beauty ice*

IT'S LIKE BATHING YOUR SKIN IN CRYSTALLINE Shulton's Cool Bright and Light Beauty Ice! makes you look glowy as a moth. For Beauty Ice melts down, soothes and tones your complexion as it melts, melts the way to a gas-free makeup.

MAKES HOT SKIN, REDUCES GRIMACE! Beauty Ice is the first beauty aid made that can keep your skin, just as it is, altogether beautiful! The second any streaks or oil, fluff, parched skin show up, wash—oh yes, only some take on it, melt away.

A MAGIC MAKE-UP BASE, A SUCCESS BEAUTY FACIAL! The shimmering "solid moisture" disappears into your skin instantly, works its wonders invisibly. Use it morning and night. It's just pleasure to care for your complexion with truly-cool Beauty Ice. 1.99 each.



SHULTON

For beauty supplies and notions, contact:

THE BEAUTY ICE ad, in cool blues and greens, appears all summer in general monthlies, women's service, and fashion magazines.

television specials and participations in network shows during our peak seasons." Spot TV, therefore, has taken a back seat, although Shulton appears to be using it more than in recent years.* In 1959, as a matter of fact, the company spent more than three times as much in spot as it had in the three preceding years combined. All in all, Shulton's 1959 Christmas package was a big one. In 10 days, the company poured more than \$1 million into advertising in all media, including, heavy spot TV, participations in 14 network TV shows, and in 15 network radio shows.

Shulton finds that television suits it best in April and May, and in October, November, and December, when high audience levels coincide with the firm's peak sales months. "The Race for Space," Mr. Supple concedes, was possibly a little early for late-spring promotion. But Shulton felt that April was better than June, when viewing levels begin to fall off.

Shulton, incidentally, not only likes participations better than spot, but also prefers specials to full-program sponsorship. The company sponsored the "Eve Arden

* Shulton will get some good spot mileage from an arrangement growing out of the "Race for Space" telecast. Stations were permitted a second run of the show for their own use, and, in return, Shulton obtained specified numbers of free bonus spots on those stations.

Show" in the 1957-58 season, and the "Donna Reed Show" during 1958-59. But, says Mr. Supple, "specials are the most productive for big seasonal promotions. We get a good dual audience—which we need—and a high degree of merchandiseability."

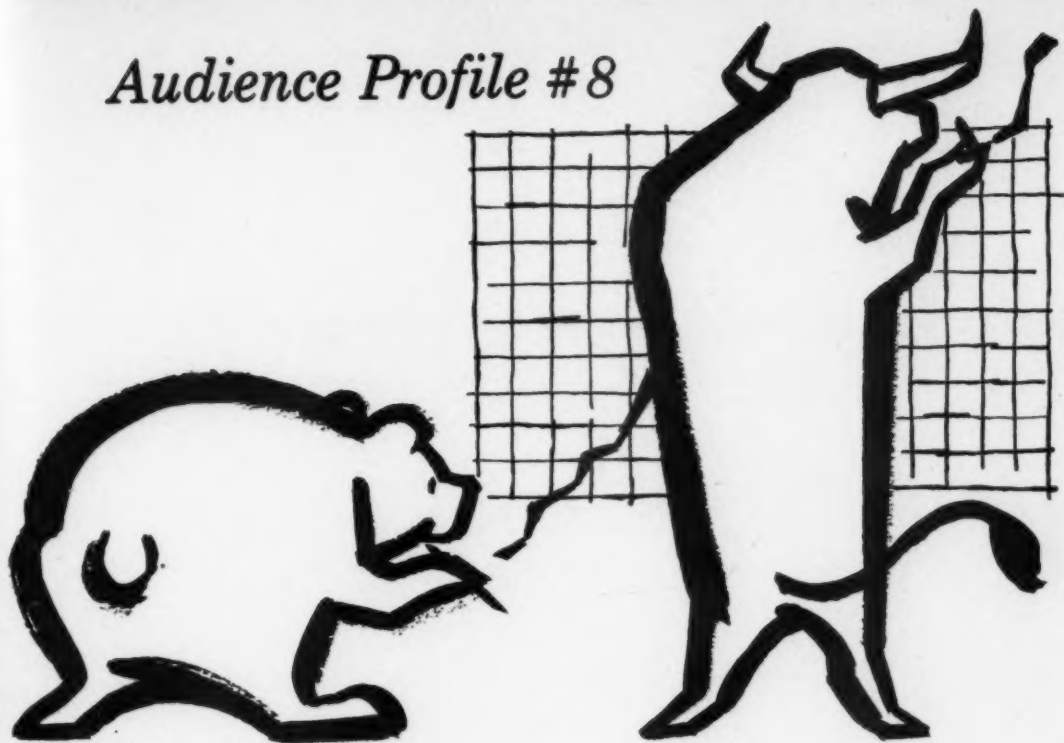
The women's lines of toiletries—Early American Old Spice, Friendship's Garden, Desert Flower, and Escapade, plus specialty items such as Beauty Ice—receive much the same treatment as the men's line, although neither so intensively nor extensively. The women's Old Spice items, for example, are advertised very little, for fear of conflict with the men's line bearing the same name. Escapade products are limited in number of items. As with the men's products, magazines are the backbone of the promotion. Except for dual-use products such as Bronztan sun lotions (which are exposed in *Life*, *Saturday Evening Post*, *Holiday*, *Cosmopolitan*, the supplement *Suburbia Today*, and in outdoor showings in season), Shulton buys the whole spectrum of women's interest publications. A sample: *Ladies' Home Journal*, *McCall's*, *Vogue*, *Harper's Bazaar*, *Woman's Day*, *Glamour*, *Seventeen*, plus some insertions in more general publications such as *Redbook* and *Cosmopolitan*. Shulton uses very little spot radio for its women's products, except for daytime spots in 85 markets for the Desert Flower line (the company's leading label, Desert Flower is "modern" in feeling, as opposed to the traditional appeal of 20-year old Friendship's Garden toiletries).

The women's brands, of course, share in the network television participations, which are dual in appeal. This is especially true around Christmas, when, says Miss Rowland, "women do most of the shopping." In addition, Shulton buys into daytime net TV participations at Christmas.

Shulton's pattern varies somewhat with the more recently developed specialty items. For example, Ice-O-Derm, which is, quite bluntly, a product for girls with bad skin, buys not only the standard women's magazines, but also such publications as *Scholastic's Co-Ed*, *Ingenué*, *Seventeen*, *Modern Romances*, *True Confessions*, and the *True Story Women's Group*.

Shulton's new grooming products, Desert Dri (deodorant), 3-Way Curl Spray (hair spray), and Technique (hair coloring), are just now going national. Initial national advertising is rather limited to the women's service books, which are basic, plus some insertions (depending on the product) in the fashion magazines, the women's pulps, and specialized hair fashion magazines. Edmund Jackson, Jr., who rides herd on the three brands for the advertising department, hopes that, as volume builds, the three brands will branch out into television. When that happens, Mr. Jackson's brands will begin to feel the full impact of a media strategy flexible enough to adapt successfully to the demands of almost any amount of product diversification. Shulton's performance over the past decade has proved that.

Audience Profile #8



128,654 WWDC homeowners
own stocks or bonds...33.6%
above the total sample
Washington, D.C. average.*
A sizable market in which
to make *your* investment!

*PULSE Audience Image Study—July, 1959



WWDC Radio

... the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

NEW CHECK LIST FOR BUDGETERS

THE LIST ON THE opposite page is for use by anyone involved in the setting of advertising appropriations. It is designed for checking purposes, as a reminder and a guide to all those who contribute to the planning of media usage. It is neither all-inclusive nor pertinent in every detail to the media plan of every advertiser for whom it is designed. It is for checking purposes, pure and simple; and it is hoped that it will be helpful in that context.

MEDIA/SCOPE started to develop a list related only to the setting of advertising appropriations. But we soon found that we could not do justice to the subject unless we broadened it to marketing considerations as well as the more limited considerations of advertising.

The growth of the marketing concept in industry has so taken hold that advertising planners must constantly bear in mind marketing considerations. In talking with the media directors of advertising agencies, we find that one of their primary considerations is how the media that they plan to use will fit the product marketing objectives. In talking with the media-decision makers in company marketing departments and advertising departments, we find a constant concern that media selections contribute not only to product marketing needs but also to corporate marketing objective.

MEDIA/SCOPE believes that it is pertinent for media planners and buyers on all levels to check their part of the work on advertising appropriations against all of the other factors involved. It would be physically impossible for any one man to handle all of the details listed on the pages opposite. But it is essential to most effective planning for every man involved to think in terms of how his work affects other pertinent parts of what we call The Marketing Plan Approach to Advertising Appropriations.

Acknowledgment of Help

MEDIA/SCOPE is indebted to a number of persons outside our own organization for help in preparing this check list. The material in Volume IV of the "Advertising Management Guidebook" series of the Association of National Advertisers was particularly helpful. The case histories in this book point up the importance of fixing one's sights on total marketing objectives when considering matters concerned with the advertising budget. Also helpful was the section on How Much Should You Spend on Advertising? that Charles G. Mortimer, now chairman of General Foods, wrote for the "Advertising Handbook" when he was the G-F vice president in charge of marketing. We highly recommend a re-reading of this material.

We also wish to thank Herbert Ahlgren, administrative secretary of the A.N.A. administrative committee; Max Banzhaf, director of advertising, promotion and public relations of Armstrong Cork Co.; Edwin W. Ebel, vice president of General Foods Corp.; E. L. Grauel, assistant advertising manager of Eastman Kodak Co.; Stanley W. Koenig, advertising manager of Olin Mathieson Chemical Corp.; Henry Schacte, executive vice president of Lever Brothers Co.; Ralph Winslow, vice president and assistant to the president, Koppers Company. We are indebted to them for taking time out to look over the draft of the check list, and for recommending changes which considerably improved the first effort. We do not wish to imply that the list is endorsed in its entirety by them, but rather that they contributed to its preparation.

In spite of all the help received and the care with which we prepared the list, it is still presented as a first effort. Suggestions for further revision are most welcome.

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Media/scope's Check List for Advertising Budgeters

THE MARKETING PLAN APPROACH TO ADVERTISING APPROPRIATIONS

I. CORPORATE CONSIDERATIONS

A. What are overall corporate objectives in:

1. Next 5 years
2. Next year

B. What is marketing expected to contribute to these goals?

C. Who is marketing liaison with general management?

II. THE MARKETING PLAN

A. Purpose

1. Why prepare a marketing plan?

2. Who is chief planner?

3. Who will contribute to plan?

- a. Marketing director
- b. Advertising director
- c. Product manager
- d. Account executive
- e. Group of executives

In advertising department

In agency

Both

4. What will be in plan?

- a. Market trends
- b. Product profiles
- c. Product marketing strategies
- d. General advertising considerations
- e. Advertising strategy
- f. Advertising tactics
- g. Media selection
- h. Cost
- i. Coverage
- j. Special services
- k. Overhead
- l. Consolidated budget
- m. Control

5. Form of plan

- a. Complete summary (30-40 page report of background, objectives, plans and cost)
- b. Consolidated cost sheet only
- c. Detailed cost sheet
- d. What separate parts?

- By product
- By territory
- By company division

b. Pricing:

- Fair-traded
- Suggested mark-up
- Dealer's choice
- How much mark-up?
- Any trade deals?
- Contests, P.M.'s, etc.?

c. Dealer helps:

- In store planning
- In financing
- In advertising

8. How will changes in strategy be achieved if circumstances change?

III. ADVERTISING IN THE MARKETING PLAN

A. General considerations

1. What changes in the advertising business are significant?

- a. Advertising department operation
- b. Advertising agency operation
- c. Media
- d. Advertising research
- e. Media costs
- f. Preparation costs
- g. Advertising effectiveness
- h. Techniques

Media-buying

Copy

Art

2. Recent company changes in:

a. Amount spent on advertising

b. Media

c. Copy and art

3. Recent competitive changes in:

a. Amount spent on advertising

b. Media

c. Copy and art

4. What past practices should be re-evaluated?

5. What new opportunities should be looked into?

B. Advertising strategy

1. What kind of image is desired?

a. For company

b. For products

Low-price

Quality

In-between

2. Is separate public relations campaign desired?

3. To whom will p.r. campaign be directed?

- a. Space size in publications
- b. Commercial minutes in broadcast
- c. Dimensions in display and outdoor

5. How often?

- a. Frequency in each medium
- b. Seasonal aspects
- Year-round continuity
- Big splash in season
- Combination

6. What special considerations?

- a. In television
- Type of network show available
- Network time available
- Any problems in securing desired markets?
- In sole sponsorship desired?
- What spot adjacencies can be had?

b. In magazines

- Possible related advertising
- Tie-ups with other companies
- Use of dealer listings
- Selectivity of circulation

c. In newspapers

Availability of ROP color

Dealer tie-ins

d. In radio

Package deals

Use of saturation schedules

e. In business publications

Editorial impact

Type of audit

Desire for inquiries

7. What media mix is desired?

a. To secure repetition

b. To secure coverage

c. To take advantage of seasonal changes in media

E. Cost

1. What will total appropriation be in:

a. Dollars

Next year

Current year

b. Per cent of income

Next year

Current year

c. Per cent of sales cost

Next year

Current year

2. Budget breakdowns

a. By media

b. By sales region

c. By product

d. By type of cost

Medium's charges

Talent and production

Merchandising

3. Contingent savings from:

a. Discounts

- c. By product
 - d. By type of cost
 - e. Medium's charges
- 3. Contingent savings from:**
- a. Discounts
 - b. Production
 - c. Media switches
 - d. Concentration via:
 - Use of same medium for multiple TV properties
 - Multi-page ads
 - Packaged buys never before

F. Coverage

1. Estimated audience of each advertisement
 - a. Potential audience (circulation or sets in use)
 - b. Actual audience (will see or listen to)
 - c. Per cent of total market reached
2. Estimated audience of schedule in each medium
 - a. Average per advertisement
 - b. Cumulative total for schedule
 - c. Average frequency of contact
3. Estimated total audience of combined program
 - a. Cumulative total reach
 - b. Average frequency of contact
 - c. Per cent of total market reached
4. Estimated audience by significant market divisions
 - a. Sales regions
 - b. Distributor territories
 - c. Types of people by:

c. Type .

- Family size, presence of children, etc.
Estimated product use potential
Estimated prospects for which products?
Vertical coverage in groups reached via:
a. Route slips in business offices
b. Pass-along in homes
c. Multiple readers in waiting rooms, clubs, etc.

c. Multiple reactions

- Special services**
1. Advertising research
 - a. What continuing services?
 - b. What temporary services?
 - c. Purposes
 - d. Costs
 2. Test marketing program
 - a. What tests will include advertising?
 - b. What media will be used where?
 - c. How much will tests cost?
 3. Charity work
 - a. Program advertising
 - b. Donations
 4. Work for other departments:
 - a. Employee relations
 - b. Salesmen's materials
 - c. Sales conventions
 - d. Literature for salesmen

d. Literature for evaluation

By product

By territory

By company division

By market

6. Timetable of preparation

- Start
- Deadline for each step
- Presentation
- In operation

7. Who will present plan?

- If one executive, who?
 - If group of executives, who?
- Company only
- Company and agency
- No one (written report only)
 - Who will approve plan?

B. Relation to markets

- Corporate growth in last 5 years
- Corporate outlook in next 5 years
- Will products grow?
 - Which present products?
 - What future products?
 - Probable discards
- What markets will we:
 - Stay in
 - Move out of
 - Move into?
- Which of these markets will grow?
- Profit trends in market
- Shifting patterns of distribution
- Major package changes
- Effect on new laws

C. Product profiles

- Current product pluses and minuses in:
 - Quality
 - Materials used
 - Style, taste, design
 - Size, variety
 - Packaging
 - Durability
 - Service
 - Distribution
 - Regionally
 - By outlet types
 - By location in stores
 - Price
 - Pressure on trade via:
 - High mark-up
 - Deals
 - Contests
 - Co-op ads
 - P.M.'s
 - Consumer franchise built by:
 - National advertising
 - Local advertising
 - Deals, contests, premiums
- Future product pluses and minuses in same factors as above.
- Competitive product pluses and minuses in same factors as above.

D. Product marketing strategies

In-between

- Is separate public relations campaign desired?
- To whom will p.r. campaign be directed?
 - General public
 - Investors
 - Customers
 - Tradesmen
 - Suppliers
 - Labor
 - Local community
- Is corporate build-up to result from product ads only?
- Will product advertising be directed to industry?
 - What industries?
 - What executives in industry?
 - To individuals or groups of buyers?
 - To men at work or at home?
 - When?

All year

At certain seasons

At trade meetings

- Will product advertising be directed to consumers?
 - What items?
 - As line of products
 - As individual brands
 - Whom to?
 - To what kind of people?
 - Living where?
 - In what seasons?
 - Broad or select audiences?
- Will product advertising be directed to trade?
 - What trades?
 - In trade buying season
 - In consumer sales season
 - All year
 - At what times of year?
 - Separate for each product?
 - Line of products?
 - Will media merchandising be a factor?
 - In trade advertisements
 - Using media's materials
 - Via salesmen's presentations
 - Mailings direct to trade

C. Advertising tactics

- What major subjects will be advertised?
 - Feature products
 - Sales points
 - Corporate image factors
- What secondary subjects will be advertised?
 - Lesser products
 - Supplementary sales points
 - Corporate background
- What presentation factors are significant?
 - Will words alone do the job?
 - Are pictures needed?
 - Color
 - Motion
 - Sound
- How complicated is the story?
 - What length for ads?
 - Can story be told in sequence of ads?

D. Media selection

- What major media?
 - Broadcast

Merchandising

3. Contingent savings from:

- Discounts
 - Volume
 - Frequency
 - Time of year
- Production
 - Repeated ads
 - Less costly materials
 - Media switches
- In total dollars
 - In cost per thousand
- Concentration via:
 - Use of same medium for several products
 - Pooled TV properties
 - Multi-page ads
- Packaged buys never before considered

F. Coverage

- Estimated audience of each advertisement
 - Potential audience (circulation or sets in use)
 - Actual audience (will see or listen to)
 - Per cent of total market reached
- Estimated audience of schedule in each medium
 - Average per advertisement
 - Cumulative total for schedule
 - Average frequency of contact
 - Cumulative total reach
 - Average frequency of contact
 - Per cent of total market reached
- Estimated audience by significant market divisions
 - Sales regions
 - Distributor territories
 - Types of people by:
 - Age, sex, income, etc.
 - Family size, presence of children, etc.
 - Estimated product use potential
 - Likely prospects for which products?
- Vertical coverage in groups reached via:
 - Route slips in business offices
 - Pass-along in homes
 - Multiple readers in waiting rooms, clubs, etc.

G. Special services

- Advertising research
 - What continuing services?
 - What temporary services?
 - Purposes
 - Costs
- Test marketing program
 - What tests will include advertising?
 - What media will be used where?
 - How much will tests cost?
- Charity work
 - Program advertising
 - Donations
- Work for other departments:
 - Employee relations
 - Salesmen's materials
 - Sales conventions
 - Literature for suppliers
 - Publicity handling
 - Handling annual report

2. Future product pluses and minuses in same factors as above.
3. Competitive product pluses and minuses in same factors as above.

D. Product marketing strategies

1. What are product aims (5-year and next 5-years) in:
 - a. Dollar volume
 - b. Profit
 - c. Share of market
 - d. Distribution
 - e. Effect on competitors
 - f. Effect on corporate image
2. Is total market development a factor?
3. Is separate corporate advertising required?
4. Will products be sold as line or separate brands?
5. What methods of distribution?
 - a. Direct to:
 - Consumer
 - Retailer
 - Industry
 - b. Through trade:
 - Wholesalers
 - Jobbers
 - Rack jobbers
 - Sales agents
 - Industrial suppliers
 - Own stores
 - Licenses
 - c. Lease departments
 - Truck
 - Rail
 - Boat
 - Air
 - Driver salesmen
6. Where will products be sold?
 - a. Regionally in:
 - Total U.S.
 - What parts of U.S.?
 - Where outside U.S.?
 - b. By outlet types:
 - Direct to big buyers
 - Industrial supplier
 - Drug, grocery, appliance, etc. retailer
 - Chains vs. independents
 - Company's own stores
 - Self-service vs. personal service
 - Department stores
 - Discount houses
 - Mail-order
 - Door-to-door
7. What will dealer relations be?
 - a. How exclusive?
 - Franchised outlets only
 - Selected outlets
 - Any outlet

D. Media selection

1. What major media?
 - a. Broadcast
 - Network radio
 - Spot radio
 - Network TV
 - Spot TV
 - b. Publications
 - Newspapers
 - National
 - Local co-op
 - Magazines
 - Sectional
 - Business publications
 - Farm publications
 - c. Other advertising media
 - Outdoor
 - 24-sheet posters
 - Painted bulletins
 - Transportation advertising
 - In public carriers
 - Outside of public carriers
 - On station platforms
 - Direct mail
 - National or regional
 - Through dealers
 - Point-of-purchase
 - Lithographed displays
 - Permanent displays
 - Display cabinets
 - d. Sales promotion media
 - Package design
 - House magazines
 - Motion pictures
 - Exhibits
 - Inserts
 - Instruction sheets
 - Catalogs
 - Premiums, novelties, etc.
 - Showroom design
 - Demonstration devices
2. What types of individual media?
 - a. Selective or mass?
 - b. Consumer, trade, industrial, professional?
 - c. Is horizontal coverage by type of individual desired?
 - d. Is vertical coverage by type of interest desired?
 - e. National, sectional or local?
 - f. What age level, sex, income, etc. reader or viewer?
 3. Which individual media?
 - a. List of publications, broadcast outlets, etc. to be used
 4. How much in each medium?

- a. Employee relations
- b. Salesmen's materials
- c. Sales conventions
- d. Literature for suppliers
- e. Publicity handling
- f. Handling annual report

H. Overhead

1. Advertising department personnel
2. Heat, light, electricity
3. Office supplies
4. Travel
5. Association dues, conventions

I. Consolidated budget

1. Is a statistical report required?
2. Should it be coded by cost account numbers?
3. Should only costs be given or should cost per thousand be included?
4. Expected changes from previous year

J. Control

1. How will actual costs be compared to estimates?
2. Can budget be cut or expanded during year?
 - a. When?
 - b. By whom?
 - c. Where is budget most flexible?
3. Plans for review monthly or quarterly

MEDIA/SCOPE'S CHECK LISTS

The comprehensive check list of points that might be considered in the course of setting advertising appropriations touches on factors a media planner is likely to encounter in the process. Obviously, not all the points are relevant to every advertiser or agency. But frequent reference to the check list will, in the opinion of MEDIA/SCOPE, increase the efficiency of planners and buyers in the process of fitting the market to the product and the advertising and media plan to the market. Keep this page handy for ready reference. Check lists for specific media were published in MEDIA/SCOPE in 1958 and 1959 and will be published later this year and in 1961.

WANT EXTRA COPIES?

Additional copies of the check lists in this series are available from MEDIA/SCOPE. Direct inquiries on prices to the Editor, 420 Lexington Avenue, New York 17.

Media/scope's Check List for Advertising Budgeters

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BUYERS ANSWER SELLERS: Panelists at Reinhold Publishing Corporation's sales meeting are Todd Owens of Borg-Warner; James W. Murphy of Allis-Chalmers Industries Group; Forrest Rosenberger of Ketchum, MacLeod & Grove, and William A. Marsteller of Marsteller, Rickard, Gebhardt and Reed.

Buyers Answer Sellers of Industrial Space

*Panel at Reinhold Sales Meeting
Offers Ideas on Best Selling Techniques.*

THE PROBLEMS of the industrial advertising manager are the same as those of the space salesman. We're both on the same sales team. The advertising manager is not trying to keep anybody's book down. I wish all representatives could realize this."

These were the concluding comments of James W. Murphy, advertising manager of Allis-Chalmers Industries Group, when a panel of advertising and agency executives got the chance to air their complaints concerning space selling to an audience of industrial space representatives.

It was all part of Reinhold Publishing Corporation's sales meeting at Pelham's country club, just 45 minutes from the publisher's Park Avenue headquarters.

Panelists discussed questions from Reinhold sales managers. The only difference of opinion arose in respect to whether a representative should call on company executives outside of advertising departments.

Going Over Heads

"Going around the advertising department does not help raise the stature of the advertising manager," said Mr. Murphy. "There are strong ad-

vertising managers who have the complete confidence of their sales and marketing executives. A representative has more to lose than gain by going over their heads."

William Marsteller, however, maintained that *if* a representative has something to say, and *if* he informs the agency of the resulting discussion, an effective presentation to top client management can raise the prestige of advertising, and help both agency and company advertising manager sell the value of advertising. However, Mr. Marsteller, chairman of Marsteller, Rickard, Gebhardt and Reed, agreed that the presentation could backfire and have the opposite effect, if poorly done.

First question on the Reinhold list was a request for examples of how representatives can operate "at their most helpful best."

Good Example Cited

Mr. Marsteller declined to name the publication, but described how, within five days of securing a new account, an agency receives from this magazine a folder including all of the new client's advertising and that of his competitors over the past couple of years, plus a complete rundown of his

space in various publications in the field.

Forrest Roseberger, vice president, Ketchum, MacLeod & Grove, told the group that they can "take a giant step in performing at their best if they will ask, 'What are the objectives of your campaign?'"

"The client," he said, "can mean anything from one to 3,000 products. Talking about the product simply defines the area of magazine interests. But asking about objectives sets the framework for relating, specifically, your magazine to the account problem."

Common Faults Discussed

Discussing the most common faults of representatives, Todd Owens, advertising and sales promotion manager of Borg-Warner's York Division, maintained that "Too many spend time giving us information that doesn't pertain to our product or objectives."

"Others don't call for appointments in advance. Then, when I do get a chance to see them, they complain that they've 'been here five times before, without getting in to see me,' and try to make up the lost time by treating me to a three-hour pitch."

Mr. Murphy complained that some representatives imply that "we are stupid if we don't use their publication," and cited such useless approaches as:

"You're a big company, and can afford space in our book," and "You have 12 pages in our competition. Only six with us. Why?"

Mr. Roseberger chided representatives who fail to identify their publication at the start of an interview or phone call, "assuming that we can always automatically connect his name with his magazine."

Closing Date Extensions

Mr. Marsteller pleaded with publishers "not to go to the advertiser around the agency and offer him a closing date extension, if the agency has already told you it can't make it."

He recommended that all publishers follow the lead of Conover-Mast's new no-extension policy. Mr. Marsteller also warned representatives who don't always read the latest issues of their own publication that some buyers might ask them, "What do you think is the most important article in your current issue?" ■

Why Trend In Network TV Is to Multiple Sponsorship

As TV costs go up:

Sponsors buy shorter units . . .
 . . . rely more on spot carriers
 . . . vary times for maximum reach

Networks turn to magazine concept . . .

. . . cut prices on unsold segments
 . . . break nets into regional patterns
 . . . split evening hours in thirds for contract buyers

Results are:

More medium-sized advertisers in TV
 Greater flexibility for big advertisers
 Fewer advertiser-controlled shows
 A loss in sponsor identification

TELEVISION network programs are becoming to an ever greater extent carriers for several advertisers, rather than programs sponsored by one or two firms.

This trend has several implications. One is that there is less chance for control of programs by advertisers. Another is the fading of the idea that there should be identification between a sponsor and his program. A third is that new advertisers are being attracted to television network advertising.

As was pointed out in March *MEDIA/SCOPE* by Edward A. Grey, senior vice president in charge of media operations at Ted Bates & Company, less than 10 network programs today are sponsored by a single product. With the increase of participating sponsorship, multi-product sponsorship, daytime and now nighttime spot carriers, as many as six or more unrelated advertisers may now share the same program. Each advertiser may spread his TV investment among several shows,

even among two or three networks, thus giving up any right to control the content of any one program.

Disregarding the few programs sponsored by a single product, how many are supported entirely by a single manufacturer of a multi-products line? At last count there were only 18 on all three networks.

In short, the so-called magazine concept of television advertising appears to be taking hold. This concept means different things to different persons, but generally it means that a television advertiser buys time as a magazine advertiser buys space, without particular reference to the adjoining program or specific editorial context.

Identity With Shows

Not all advertisers are convinced of the desirability of relinquishing an important and identifying relationship between their advertising and the program content of the broadcast. One such is Bristol-Myers.

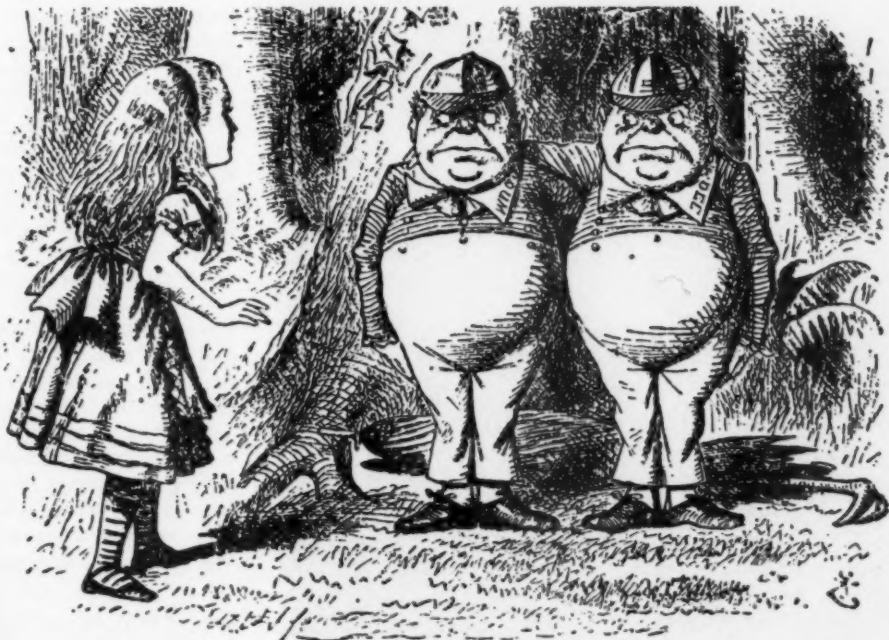
(Continued on page 70)

Alice in Numberland

CHAPTER I

Tweedledum and Tweedledee

"They were standing under a tree, each with an arm around the other's neck, and Alice knew which was which in a moment, because one of them had 'DUM' embroidered on his collar, and the other 'DEE'."



Do claims of competing media sound as alike as Tweedledum and Tweedledee? If so, we suggest basic comparisons that will reveal big differences . . . differences that are vitally important to you in reaching and selling the metalworking market. For example . . .

Compare PRODUCTION's circulation to all other metalworking publications. You'll find that 99.1% of PRODUCTION's total circulation of over 31,000 readers is concentrated in actual metalworking plants. The average for other "metalworking" magazines is only 71.9%! Clear proof that PRODUCTION alone is the full-time magazine of manufacturing.

Compare, too, PRODUCTION's unmatched and highly realistic circulation balance of nearly two engineering men to each manufacturing management executive. Add to this the fact that PRODUCTION's restrictive circulation policy allows copies to be sent to the reader *only* at his *company* address — guaranteeing un-

paralleled pass-along readership. In addition, over 99% of all PRODUCTION subscriptions are addressed not in the company name, but to the individual by name and by title . . . a total package providing PRODUCTION advertisers unsurpassed efficiency in selling to the men who make the buying decisions in the plants which buy over 85% of all metalworking equipment, materials and supplies.

Let us help you take the Tweedledum-Tweedledee out of media statistics. Comparison charts, based on sworn BPA and ABC figures, are yours upon request. Want more proof that PRODUCTION reaches your markets effectively? We'll conduct a special survey—at our cost—directed to your customers and prospects. We're confident it will prove to you that PRODUCTION is an exciting, useful and effective supplement to your sales efforts. Call your PRODUCTION representative or write us direct.

PRODUCTION

the magazine of manufacturing

Bramson Publishing Company, Box 1, Birmingham, Michigan

(Continued from page 68)



"RIVERBOAT" provides TV exposure this fall for Zerex, Gold Seal Wax, Block Drug, Warner-Lambert, and Norwich Pharmacal Co. Program is seen Monday, 7:30-8:30 P.M. on NBC.

John Tyner, the firm's advertising coordinator for television, says, "In general we're opposed to the magazine concept. We want identity with shows we select. We don't want to be rotated through a dozen different programs in a dozen different time periods."

And William E. Haesche, Jr., advertising manager of TV-radio for AT&T and its 20 affiliated telephone companies (who sponsor the Bell Telephone Hour and the Bell System Science Series on NBC), has this to say:

"The magazine concept might work, but I have to be shown. I find it difficult to imagine us in such a situation. We've controlled quality and taste, and I don't think we're willing to let any agency or network do this for us."

Thus, for those relatively few advertisers who can and do sponsor full programs (paying anywhere from \$50,000 for an alternate-week half-hour to the \$350,000 required for a special) the control controversy is a matter of sponsorship or non-sponsorship.

But, for the great majority of advertisers (accounting for approximately 65 hours a week of a total three-network weekly nighttime output of 79 hours) program control is out of the question. They're already buying uncontrollably small segments.

Trend in Spot Carriers

A special MEDIA/SCOPE check of information released by the Television Bureau of Advertising from Weekly Network Reports compiled by Leading National Advertisers-Broadcast Advertisers Reports indicates the trend in nighttime participating or spot carrier programs between last year and this.

During the two weeks ending March 27 and April 3, 1959, 41 advertisers were buying exposure in 13 participating nighttime shows on all three networks. In the weeks ending March 25 and April 1, 1960, 23 participating nighttime programs were supported by 72 advertisers.

Information from Nielsen also points up the trend, showing the following percentages of weekly nighttime half-hours programed by all three networks and sponsored in less than half-hour segments:

1958	11 per cent
1959	15 per cent
1960	25 per cent

To judge from this apparent nighttime network trend, plus what's been available from network daytime schedules for the past two years, it appears that the magazine concept, in the form of network spot carriers and participating programs will keep growing.

Advertisers, agencies, and media seem to agree that the participation format was brought on by rising costs that few individual advertisers can afford. They agree that it is useful both for its affordability to small advertisers and flexibility for all.

But agency executives suggest a number of caveat emptors:

Some stress loss of program control, sponsor identification, and ability to merchandise a still considerable television investment to the trade. Others warn against a medi-

ocre "sameness" in programing, resulting from the tendency to turn one successful show format into a formula.

This, of course, is as much the fault of the advertiser as of the networks. Today's high TV costs make the advertiser think twice before risking his television investment in an untried format.

Simply following the trend over the 12 years since TV really took off commercially in 1948, shows what's happened to a sponsorship pattern born out of pre-TV radio network practice.

As far back as 1950, long before the quiz scandals, Sylvester Weaver, then chief of NBC, introduced the Sid Caesar, Imogene Coca "Saturday Night Review," later "Show of Shows." Here, a network sold half-hours of a 90-minute program to individual advertisers.

In 1952, Mr. Weaver made "magazine concept" part of the TV lexicon with sale of network announcements to advertisers participating in Dave Garroway's "Today." This was followed in 1954 by the "Home Show" and "Tonight," now "The Jack Paar Show."

By 1959, "Today" and "Paar" alone were grossing more than \$20 million, with 151 advertisers taking 1,512 participations in "Paar," and 65 sponsors buying 1,224 announcements in "Today." Station lineups for Paar jumped from 121 in 1958 to 151 last year.

Full Shows Costly

The rise in costs of full-show sponsorship led to alternate-week sponsorship, with cross-plugs and all the other intricacies of major-minor week arrangements.

Costs kept climbing. Fewer and fewer advertisers could finance even the alternate-week pattern, and many of those who could, started to refine their marketing techniques and began to look for ways to make their television exposure coincide with sales, both geographically and seasonally.

A number of advertisers, looking primarily for sponsor identification



ABC ADVERTISERS in "77 Sunset Strip" (Friday, 9:00-10:00 P.M.) are American Chicle, R. J. Reynolds, H. F. Ritchie, and Whitehall. All renewed for fall.

and something to merchandise, invested in TV's big splash: the one-time, hour-long spectacular, or special. Others switched to spot, creating a tremendous demand for minute availabilities, and, at the same time, leaving the networks with expensive unsold properties.

Popularity of spot is demonstrated by TvB figures for 1959, showing national and regional spot revenue (\$614.6 million) coming within a hair's breadth of total three-network revenue (\$627.3 million).

All this was compounded by ABC's entry as a fully competitive third

network in 1958 with the advent of its daytime programing. ABC's rise did two things: It opened new network availabilities to advertisers; and it split the audience previously monopolized by NBC and CBS.

An ABC nighttime tactic was to bridge an audience over high rated half-hours on the other networks by starting a strong hour show 30 minutes before the competitive hot half-hour. This also contributed to sale by segment. If it was tough to find a sponsor who could or would afford a half-hour, it was hard to find a

(Continued on next page)

(Continued from page 71)



NATIONAL PARTICIPANTS in CBS' "Rawhide" (Friday 7:30-8:30 P.M.) are Colgate, Nabisco, Parliaments, Van Camp, and Wrigley. Gulf Oil and Hamm Brewing split their segment regionally.

single financier for a full hour. But to claw its way into the top ratings, ABC had to program first, sell afterward.

There's one advantage of participating shows for advertisers that networks don't promote. Networks have been known to take tremendous financial beatings when they've sold half the participations, so that they can't cancel and replace a show, and are then stuck with what's left. As one network executive puts it, "that's when the vultures circle around, waiting for the give-aways."

However, since this opportunity

for advertisers also exists under the alternate week half-hour pattern, networks take less risk with the spot carrier. After a network has sold one-third of an hour, it then has two chances to sell the rest, at a lower price per share. And once two-thirds are sold, a cut-rate, or even sustaining role for the remaining third isn't quite so hard for a network to swallow as a loss on a half-hour.

Station Lineups by Region

An advantage of spot offered by some network participating programs

is the ability to split the entire station lineup by regions. Where networks don't offer regional lineups, advertisers get them station by station.

One Midwestern regional retail chain, Gamble-Skogmo, with outlets in 20 states, did just that in March. A full-hour taped special, "Way Back in 1960," was telecast by some 70 stations, among which were affiliates of all three networks.

Shulton has provided an outstanding example of lining up stations independently. The toiletries manufacturer arranged a nationwide hook-up for its "Race for Space" documentary on some 105 stations in prime evening time. The program had been declined for policy reasons by the three networks.

As one media director put it, "Regional lineups and spot carriers are simple *modi vivendi* between the nets, who can't sell all their complete shows to single advertisers, and advertisers who either can't afford them, or would rather spread their money around."

In 1957, even before ABC's "Operation Daybreak," daytime half-hour programs on the other networks were being sold in quarter-hour units.

On CBS, a daytime advertiser could buy as little as one quarter hour each week, for 26, or even 13 weeks, at a cost ranging from \$15,600 to \$24,000 per segment, depending on the show.

On CBS, too, as at all the networks, the year-to-year trend has been: fewer advertisers using a smaller total number of daytime quarter-hours; more using nighttime program segments and specials. However, many advertisers who have remained with daytime quarter-hours are buying more of them.

More Medium-sized Advertisers

CBS spokesmen attribute this trend to the many medium-sized advertisers who wanted more than the "Housewife only" audience, didn't have the budgets for alternate week half-

(Continued on page 77)

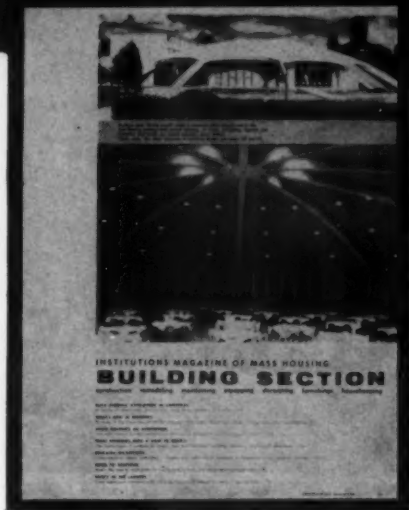
Another Institution in the telling stage...

The architect's cupped hands capture another million-dollar dream in mid-thought. And the Building Editor of INSTITUTIONS Magazine is "there" with the operator, architect and engineer to capture the initial enthusiasm of those concerned with creation of a new institution.

These imaginative, usable construction ideas are reported to his readers in the Building Section of each issue. What does a hospital supervisor or motel operator care about a university food service building? The community of interest all operators have in how the other fellow does it leads them to the one meeting place of ideas—the pages of INSTITUTIONS Magazine.

Our editors find restaurateurs asking about shower heads, housekeepers about wall coverings, dietitians about door closers . . . readers equally concerned with food service, food, construction, maintenance, decorating, furnishing and housekeeping. Whatever your product for Institutions, you can pinpoint your advertising message to this multi-billion dollar market in INSTITUTIONS Magazine.

Call us or Consult Your Advertising Agency.



dynamic
editorial
performance

Institutions®



MAGAZINE OF MASS FEEDING/MASS HOUSING

1801 PRAIRIE AVE., CHICAGO 16, ILL.

The Budd Company Marketing Team talks to

"Business papers are vital



Budd

One of modern industry's most extensive and successful product diversification programs has led to marked changes in the marketing and selling philosophies of The Budd Company. Today, this huge Philadelphia-headquartered industrial complex faces the job of reaching thousands of buying influences in such diverse fields as automotive, railway, electronics, space-atomics, plastics, instrumentation and testing, plus a huge foreign market. Until recent years, Budd achieved success selling only a relative handful of major automotive and railroad companies. The changeover has been a monumental task . . . not yet completed, but well underway. Since 1958, the job of guiding Budd into new fields and new concepts has been supplemented by a 4-man team which directs marketing, advertising, public relations and market research. Members of this marketing team recently told Chilton how business papers have played a vital role in their company's transition from specialization to diversification.

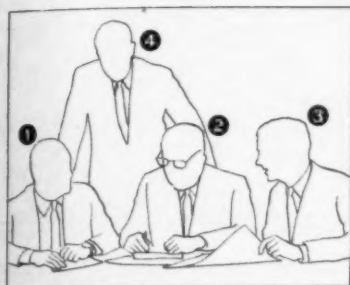
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Depart
Gas
Jewele

Chilton...

to our industrial complex"



1 Herbert A. Boas, Jr., Vice President, Marketing: "Business papers are vital to our industrial complex. It would not have been possible to convert so many prospects into customers so soon after our diversification without the extensive use of business papers. We could not possibly continue to manufacture and market so heavily in the industrial goods field if there were no business publications to help us reach vertical groups interested in our rather sophisticated and often expensive products. As long as

business magazines and companies like ours continue to feel that they need each other, we are all going to keep moving ahead."

2 Joel H. Squier, Mgr., Advertising and Public Relations: "Business publications are indispensable to The Budd Company's present marketing philosophy. We are using more of them than ever before and look for this trend to continue. The Budd name is our most valuable property. We rely heavily on business papers to merchandise this name ... to open doors and introduce our salesmen to important buying influences. And we believe that long-term continuity is the key to successful business paper advertising."

3 James C. Collins, Market Research Mgr.: "Our market research group makes a habit of reading as many business publications as possible

to keep up-to-date. This is one of the best ways we know of to stay current. We use the marketing assistance offered by these publications as a check against the marketing tools we already have within our company. Talking to various editors is one method of getting a research project off the ground. Seldom does a week go by that we don't talk to at least one or two."

4 Paul O. Sichert, Jr., Assistant Mgr., Advertising and Public Relations: "The successful penetration of our business paper advertising into our markets is extended by merchandising the advertisements and articles through direct mail to customers, prospects and Budd personnel. We depend on the recognized stature of these publications to help our mail program. We find, too, that American business magazines give us some helpful penetration in foreign markets, arousing interest and producing inquiries for many Budd products and services."

Chilton is one of the country's most diversified publishers of outstanding business magazines. The vast knowledge of the fields covered by the 18 Chilton publications is available to you through Chilton's M-A-P ... a comprehensive Marketing Assistance Program drawn from the resources of each publication and backed by a fully staffed research department. Look to Chilton for the three essential qualities which make trade publications great—editorial excellence, quality-controlled circulation, and marketing assistance in depth. Write for the new booklet, "A Guide to Chilton's M-A-P."



CHILTON PUBLICATIONS

Chilton Company, Chestnut and 56th Streets, Philadelphia 39, Pennsylvania

Department Store Economist • Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Food Engineering Gas • Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft & Missiles • Optical Journal • Motor Age • Hardware World Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Chilton Research Services • Business, Technical and Educational Books

Unequal Time for the Delegates from Corinthian

When the smoke clears away from the political conventions in Los Angeles and Chicago this summer, someone may well point out that Corinthian's "delegates" were seen and heard in their home areas more than the candidates.

The reason is simple: They went as electronic reporters, complete with cameras and mikes, curiosity and zeal.

In the first major TV-group effort of its kind Corinthian is fielding a 14-man team for convention coverage.

Why go to such expense, when national coverage is on tap at the flick of a CBS switch? Because we want *local* and *regional* coverage to complement CBS's superb national coverage. Because we want to tell an intensive story of our respective state delegations. Because we want to view national events with local eyes.

Each Corinthian station news director, working with his own cameraman, saturated with knowledge of local political situations, interprets events for his specific local audience. Through video tape, sound on film and voice over silent film, we provide audio-visual coverage; through on-the-spot reporting via telephone we fuse TV and radio into one electronic medium. And, at a time when the conventional pattern of convention coverage is to sell station breaks as commercials, we're integrating them with special political reports.

In a special sense, Corinthian is playing politics for all it's worth—the politics of intensive, explicit local news coverage. This is not group journalism. *It is individual station journalism through group organization.*

Our five TV and two radio stations thus achieve even greater identification with their regional audiences—and vice versa.



Responsibility in Broadcasting

THE CORINTHIAN

Media/scope, August 1960

(Continued from page 72)

hours, and found their opportunity in the increasing number of evening programs sold in thirds or quarter-hours.

Meanwhile, on NBC, such advertisers as Dixie Cup were using daytime for an intensive one-month period, buying quarter hours in 13 different programs. To place its cup dispensers quickly in a maximum number of homes, Dixie Cup brought in 36 commercial minutes for \$178,000.

Also, on NBC, Alberto-Culver hair preparations, starting in 1956 with two alternate-week quarter-hours, built its sales to the point where, by 1958, it was spending an estimated \$2.8 million in four quarter-hours every week. These are just two of the advertisers that took NBC daytime quarter-hours in 1959.

Alberto-Culver, incidentally, has done so well in TV that it has signed for \$12 million worth of time on NBC Television for the 1960-'61 season, much of which will be in the nighttime, alternate half-hour class.

It is an example of another trend—that of the short-term participating daytime advertiser who is moving increasingly into nighttime on all networks.

Big Advertisers Like Flexibility

It is primarily the large package goods advertisers who have started this trend within a trend. As seen by Robert McFadyen, manager of daytime sales for NBC-TV, the increasing availability of flexible nighttime network time units has attracted the individual brands of such giant corporations as Procter & Gamble and General Mills. With more nighttime participating vehicles, each brand is now free to buy its own nighttime circulation, without having to rely solely on full program sponsorship by the parent company, and sharing exposure with two or more other brands.

"Looking at it another way," says Mr. McFadyen, "many of the daytime sponsors we've had over the past two seasons would have moved into nighttime last year, had the flexible patterns been available then,

too. Now that they are, it gives each brand the chance to make the most of short seasonal, or holiday promotions, or most effectively to support a special short-term sales effort."

CBS, by 1958, was selling the high-rated, hour-long "Perry Mason" (7:30-8:30 p.m., Saturdays) by thirds. Advertisers could get two minutes of commercial time a week, on an every-week or alternate-week basis, frequently for fewer than 26 weeks.

By 1959, in addition to "Perry Mason," CBS was also selling one-thirds of the nighttime shows, "The Line-Up" and "Rawhide," at approximately \$70,000 for two commercial minutes. And, where time slots are vacant, an advertiser could occasionally come in for one-time exposure.

Also in 1959, on such NBC nighttime programs as "Five Fingers," "Riverboat," "Laramie," and "Law of the Plainsman," an advertiser could buy a minimum of six one-thirds, or six minutes in each half-hour show—12 minutes in each hour show, over a 12-week period.

On ABC nighttime, advertisers in 1959 could purchase minutes in 10 shows, from the hour-long "Bourbon Street Beat" and "Cheyenne" to the half-hour "Leave It to Beaver." Now, in 1960, the nighttime advertiser who seeks exposure in one or more network programs on a flexible basis can usually get it on ABC.

This is not, say ABC spokesmen, "a formal magazine concept—not a specific plan." But as of April 1, it has been possible for an advertiser to buy one-sixth sponsorships in a number of hour-long programs such as "The Islanders," "Naked City," "Stagecoach West," "Adventures in Paradise," and "Hong Kong."

As the selling season has progressed, time in some of these shows has been sold out. When that happens, an advertiser can buy-in only when a current sponsor is willing to release some of his time.

A formal plan for rotating sponsorships on ABC's nighttime schedule did not materialize, because of insufficient interest by sponsors. One of the problems was product protec-

(Continued on next page)



KOTV

TULSA (H-R)

KHOU-TV

HOUSTON (CBS-TV Spot Sales)

KXTV

SACRAMENTO (H-R)

WANE-TV

FORT WAYNE (H-R)

WISH-TV

INDIANAPOLIS (H-R)

WANE-AM

FORT WAYNE (H-R)

WISH-AM

INDIANAPOLIS (H-R)

ROADCAST

(Continued from page 77)

tion. While in an actual magazine there may be several cigarette advertisements, only one cigarette could be admitted to a television "magazine."

CBS began the 1959-'60 season with two half-hour daytime shows, "Red Rowe," (10-10:30 a.m.), and "On the Go," (10:30-11:00 a.m.), sold in pieces. These were replaced in July by reruns of "December Bride" and "Video Village." The latter is CBS's first venture back into the quiz field, albeit on a small scale, since the network banished the genre following the unpleasantness in Washington. Both replacements are being sold by segment.

Nighttime, prime time hour programs offered in chunks included "Perry Mason" on alternate Saturdays, "Rawhide" on Fridays, and "Be Our Guest," replaced for the summer by "Reckoning," on Wednesday evenings, all in the 7:30-8:30 p.m. slot.

For fall, CBS nighttime shows sold by thirds are "Aquanauts," replacing "Reckoning," and, again, "Perry Mason" and "Rawhide."

Number of daytime quarter hours available on NBC-TV has actually remained stationary over the past three seasons—in the neighborhood of 120 a week. And some 120 a week will be offered again this fall.

Trends Among Daytime Advertisers

Here, NBC's Mr. McFadyen sees a trend toward more emphasis on reach, less on frequency, duplication, and cost-per-thousand by daytime advertisers. An example is H. J. Heinz, who has taken four different quarter-hours each week on the daytime network for the last two years, using the same four programs without benefit of cross-plugs. This year Heinz has switched strategy to gain greater reach. The firm increased its exposure from January 1959, when it had 34.7 per cent of TV homes, to 47.2 per cent this January, or nearly one-third more homes each month. This was achieved by using four programs one week, and four different programs on the alternate week, plus cross-plugs.

To show what may be the ultimate in both short-term buy and strategy switch, there's Rexall. In the past it has used nighttime specials to push its one-cent sales each spring and fall. This March, for the first time, Rexall went into daytime for just one week, using a checker-board pattern of 14 different quarter-hours (including cross-plugs) through seven different shows and five weekdays. Estimated cost is \$115,000. In addition to this daytime buy, Rexall caught some more housewives, plus husbands, at the end of the same week with participation in "Overland Trail," (Sunday, 7:00-8:00 p.m.).

Nighttime TV Trends

This takes us into nighttime, another story entirely. While there has been little change in number of daytime quarter-hours available on NBC over the past three years, the increase in full-hour programs, available in thirds, was an almost perpendicular rise during this season. This rise only begins to level off this fall with addition of five more. These are "Thriller" (9:00-10:00 p.m., Tuesday), "Outlaws" (7:30-8:30 p.m., Thursday), and two Friday night shows, "Dan Raven" (7:30-8:30), and "Michael Shayne" (10:00-11:00). The half-hour "Lone Westerner" (8:30-9:00) is also sold by segment.

Aside from Paar, the only participation show on NBC's nighttime schedule during the 1958-'59 season was the Sunday night Steve Allen entry. Then, this season saw the introduction of "Riverboat," "Laramie," "Bonanza," "Overland Trail," and "Sunday Showcase." These were all hour-long formats sold in thirds, with rotation of each participants' exposure through the six commercial positions within each program.

On a one-time basis, with no discounts, prices for individual program thirds on NBC range from \$20,000 to \$37,000 per commercial minute.

As flexible as this is, however, it does not, in practice, mean the opportunity that it would appear to be for the low-budget, or in-and-out advertiser, looking for a quick, one-time impression.

This has less to do with network policy than with simple supply and demand. These thirds are popular enough to be offered and bought by individual advertisers on a 52-weeks' basis, with a 26- or 39-weeks' escape opportunity. Of course, one-time availabilities on such hour offerings do come up, but only on occasion.

According to Nick Gordon, director of sales development for NBC's TV network, the trend is less toward the so-called magazine concept than toward recognition by both network and advertisers that the hour show delivers a much greater cumulative audience than the standard half-hour format. For the same, or even smaller budget, the advertiser tends to be in a more powerful vehicle.

"These hour programs are by no means distress merchandise," says Mr. Gordon. "The reasons we've fragmented sponsorship are, first, that we want to draw larger audiences, that will stay with us, by giving them hour shows."

"Second, we want to support this hour format. And there aren't too many companies that can afford to finance a full hour. Solution: fragmentation."

Result of all this is that a healthy share of all network revenue is now derived from spot carriers, or participating shows.

New Low-budget Advertisers

How many relatively low-budget advertisers, who have never had the dollars to make big program buys, are now able to benefit from the many new spot availabilities now offered by the networks?

In practice, probably fewer than it would seem at first glance, since so many of the well-financed, multi-product sponsors are taking these availabilities themselves.

One reason, as noted by Mr. McFadyen, is increased reach. Another is that, by exposing two, three, or more brands on their current half-hour shows, they are diluting the very benefits of sponsor identification and merchandisability that such full- or alternate-program sponsorship is supposed to confer.

(Continued on page 80)



Music? Make mine Cha-Cha-Cha... TCHAIKOVSKY!

As long as people are human they will continue to change their minds, their interests, their needs and tastes. And from this gem of wisdom we've arrived at the conclusion that the radio station that stays in tune with the times is bound to get the lion's share of the listeners' time. Right now there is a keen desire for enlightenment. In keeping pace with this trend, WJR emphasizes enlightening programs. The audience response has been overwhelming.

For example: a large group of housewives formed the "Don't Call Between 10 A.M. and 11 A.M."

Club. That's when WJR's "Adventures in Good Music" is on the air. Cha-Cha-Cha-inclined listeners have not been abandoned, but good music and its equivalent in informative programs are receiving more and more time. Our listeners demand a finer grade of entertainment and they get it. We never could buy that ridiculous "12-year-old mentality" bit. If you don't either, call your Henry I. Christal representative and see what WJR... the station that's in tune with the times... can do for you in this enlightened area.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL



Fine Arts programming is a part of complete range programming—something for everyone.

man, that **WSUN RADIO**
is strictly from
SQUARESVILLE!

I mean, man, for me it's nowhere. Like there's no real swingin', screamin' announcers . . . none of them crazy sirens, gongs and all that cool noise. And the music doesn't come on with a crash and really rock you. I mean, Dad, if you want to be shook . . . like really rattled . . . don't listen to

WSUN RADIO 62

BUT . . .

If you want to reach the solid,
I mean the really solid, like
buyers . . .

"SUNNY" is the

**#1 ADULT
WESTERN
STATION***



*LIKE
WEST FLORIDA,
MAN!

NO. 1 in adult listenership 24 hours a day! And WSUN delivers you the Tampa-St. Petersburg Market at the lowest cost per thousand adult listeners!

WSUN 620 KC
TAMPA - ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & MCCONNELL
S.E. Rep: JAMES S. AYERS

(Continued from page 78)

Role of the Agencies

All of this, of course, tends to take the play away from some of the independent programming empires built up within agencies since the advent of television. It throws it back to the media departments, making the media director more important. Today, there are few agency-produced programs on the networks.

And, oddly enough, Benton & Bowles, one of the few agencies that has created a number of the shows its clients sponsor today, has just elevated its media head, Lee Rich, to the position of vice president in charge of media, and programming. Official reason: "centralization of authority to negotiate, decide, and commit the agency for both program and time period with package producers and networks."

In many another agency, the programming function has gradually been reduced to commercial production, often under the aegis of the creative, or copy department.

This, of course, does not take place without a fight. Some agency program executives assert that loss of sponsor identification and merchandising values will mean that TV won't be worth its price to many advertisers.

Opposed to such considerations is the question of how much sponsor identification an advertiser is getting from programs over which he theoretically has control.

Robert L. Foreman, executive vice president of BBDO, in a talk before the American Marketing Association in December, displayed charts showing that even among alternate-week sponsors of certain program types, sponsor identification is low. As just one example he cited data indicating that 68.8 per cent of viewers of Westerns don't know who sponsors them.

It must be admitted that Mr. Foreman also had charts pointing up the selling job done by such shows as "Lassie," with "warmth and believability" which create an atmosphere

of public confidence in a sponsor's company and products. This point of view was advanced a year earlier by Norman, Craig & Kummel. Commercials on these latter shows, usually of the contemporary, family-situation type, did a 50 per cent better sales job than the same commercials merely placed in a spot position, said Mr. Foreman.

Control Over Programs

The other question is how much and what kind of programming control is really exerted by sponsors and agencies. Contracts between agencies and networks, and between agencies and independent packagers, call for everything from "no interference with the producer," as with "Play of the Week," to agency rights to approve scripts "in respect to good taste and client business policy."

This latter clause can cover much or little. As Rod Erickson, TV consultant and former head of Warner Brothers' world-wide TV sales operation, says, "Program control clauses in agency contracts mean little. What counts is the aggressiveness of the agency man vis-a-vis the producer. It all depends on who the agency sends into the studio."

And here's how Peter Levathes, now president of the TV Division of 20th Century-Fox, described the agency roles while he was still vice president and director of Young & Rubicam's Radio-TV Department:

"Scripts are read by department executives for questions of taste and quality. Agency production supervisors in Hollywood and New York keep the department informed of progress on each show in production. They suggest improvements to the department, which, if approved, are recommended to the program producers.

"But such recommendations, for either improvement or limitation of content, are largely matters of common sense. And, since the experienced producer is already aware of such obvious limitations, agency 'interference' with a producer's creative work is kept to a minimum."

more
readers
in
the
booming
blooming
suburbs...



The suburbs account for the biggest share of Delaware Valley's sales . . . 71% of the automotive, 76% of the lumber and building supplies, 65% of the food store sales. And it's in the busy-buying suburbs that The Daily Inquirer reaches 30% more adult readers than the major evening newspaper!*

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc.
Highlights available on request.

So, if you want to *sell* more where they're buying more—put your advertising in The Inquirer!

The Philadelphia Inquirer

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Anderson 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK
ASSOCIATES
155 Montgomery St.
Garfield 1-7945

LOS ANGELES
FITZPATRICK ASSOCIATES
3480 Wilshire Boulevard
Dunkirk 5-3557

READY TODAY! NEW FARM MARKET STUDY



gives you **TOP** of the **TOP FARM MARKET**

The newest, most comprehensive depth study of the changing farm market is ready for release. Now, get ALL the facts from National Hog Farmer's 1960 market study . . . the top of the farm market.

MARKET HIGHLIGHTS

- Reader Analysis
- Corn and Fertilizer
- Truck Ownership
- Management Practices
- Buildings and Equipment
- Feeding and Nutrition
- Readership Preference

Write today for your 1960 copy of the NHF farm market study.



MIDWEST: Vining and Meyers, 35 East Wacker Drive, Chicago 1, Ill., Phone: FRanklin 2-1111
EASTERN: Walter C. Elly Inc., 310 East 49th St., New York 17, New York, Phone: PLaza 3-6648

WESTERN: James E. Munford Co., 1417 Georgia St., Los Angeles 15, California, Phone: Richmond 7-6581

James E. Munford Co., 420 Market St., San Francisco 11, California, Phone: DOuglas 2-3899

Post Office Rules For Publications

ALTHOUGH THE U. S. Postal Service has been trying to reduce confusion over what is and is not acceptable as advertising matter in publications, the problem continues, according to agency executives, association heads and top postal authorities queried recently by the media subscriber relations department of Standard Rate & Data Service. The problem boils down to a better understanding of danger areas, what to do about them, and where to go for help.

The danger areas are:

1. Detachable material of any kind (samples, forms to be returned to the advertiser, fact sheets to be retained by the reader).
2. Multi-page advertisements designed so that they can be detached from the carrier magazine (booklets carried as detachable inserts).
3. Advertisements that are themselves labeled as samples, or to which samples of the product are attached.
4. Contests which may conflict with current lottery laws.
5. Odd weights and sizes of self-mail coupons and bingo cards.
6. First- and third-class enclosures in publications mailed second class.

7. Other than standard folio numbering on inserts.

8. Return cards which occupy more than 50 per cent of the page in which they appear.

9. In regional editions *not* carrying inserts, amount editorial content required.

10. Type of insert that is carried loose in publication.

These are the most serious problem areas according to business, farm, and consumer magazine publishers. An advertiser who is planning to use advertisements that fall into any of these danger areas should question either his own Postal Services Division or those publications scheduled to receive the material far enough in advance to iron out any difficulties.

To make it easier for advertisers to do this, the Postal Services Division in Washington, D. C., recently decentralized its authority among 55 Postal Services Centers at the state level. It is no longer necessary to carry special requests to Washington. Purpose of the new service is to furnish uniform postal information with a minimum of delay locally. These centers are situated in:

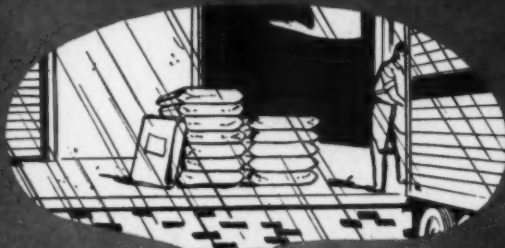
Albany
Atlanta
Baltimore
Birmingham
Boston
Brooklyn, N. Y.
Buffalo
Charleston, W. Va.
Charlotte
Chicago
Cincinnati
Cleveland
Columbia, S. C.
Columbus, Ohio
Dallas
Dayton
Denver
Des Moines
Detroit
Flushing, N. Y.
Fort Worth
Hartford
Houston
Indianapolis
Jamaica, N. Y.
Kansas City
Little Rock
Louisville
Los Angeles
Memphis
Miami
Milwaukee
Minneapolis
Nashville
Newark, N. J.
New Orleans
New York, N. Y.
Oakland, Cal.

Oklahoma City
Omaha
Philadelphia
Pittsburgh
Portland, Ore.
Providence
Richmond
Rochester
San Antonio
San Diego
San Francisco
Seattle
St. Louis
St. Paul
Toledo
Washington, D. C.
Wichita.

it takes **SPECIALIZED** coverage
to reach and sell today's
2 SEPARATE PACKAGING MARKETS



Packagers of consumer products, merchandising-oriented, are interested in package appeal, shelf action, volume-packaging economy. This specialized market buys 95% to 100% of such products as folding cartons, bottles, cans, tubes, foils, etc.



Packagers of industrial products are protection-minded . . . concerned with product-safety during shipment, storage and distribution. This specialized market buys 95% to 100% of such products as carboys, drums, strapping, textile bags, etc.



CONSUMER PACKAGING Magazine gives you Specialized Coverage of today's \$11 billion consumer packaging market. Its specialized editorial appeal captures top readership. Specialized, too, is its 27,000 circulation . . . thus permitting deeper penetration into these specific industries of greatest potential. Result: you get better coverage . . . at far lower cost per consumer packaging buyer!

INDUSTRIAL PACKAGING Magazine offers Specialized Coverage of the \$5.5 billion industrial packaging field. Here, too, specialized editorial assures intensive reader interest. And its specialized circulation of 20,000 industrial packaging buyers gives you maximum coverage, minimum waste . . . and lowest cost.

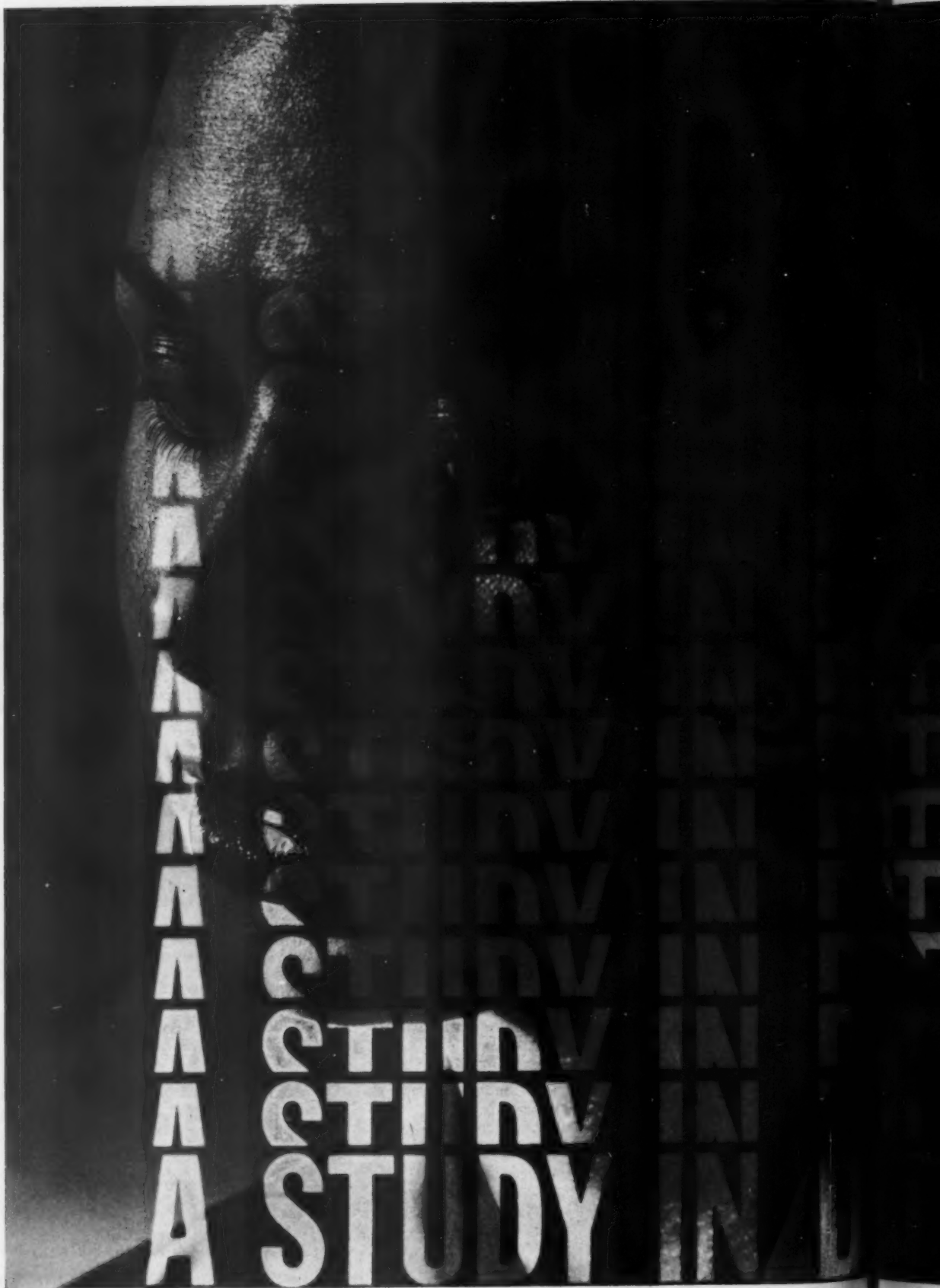
Used in combination, CONSUMER PACKAGING and INDUSTRIAL PACKAGING give you Specialized Coverage of both packaging markets. Together, they deliver unduplicated coverage of over 44,000 key buyers (20% more than the nearest "shotgun" publication in the field!) And our new combination rates make CP plus IP a better buy than ever!

FREE: New 16-page data books covering each of these specialized markets are available on request. For your copy of either or both of these booklets, write or phone today.

HAYWOOD PUBLISHING COMPANY

General, editorial, sales and advertising offices:
6 N. Michigan Avenue, Chicago 2, Illinois • CENtral 6-3690

Publishers of the complete packaging group—CONSUMER PACKAGING • INDUSTRIAL PACKAGING • BOXBOARD CONTAINERS



Announcing a major new research report

"TV GUIDE: A STUDY IN DEPTH"

The magazine's meaning, function,
and its reader reactions

Conducted by SOCIAL RESEARCH, INC., under direction of Dr. Burleigh B. Gardner

That TV GUIDE means a great deal to a great many people is obvious. In seven years it has become the best-selling weekly magazine in America. Every issue is bought by more people than have ever bought any other weekly magazine.

But just what kind of people read TV GUIDE? How do they read it and what do they get out of it? What significance, beyond its massive numbers, does the TV GUIDE audience have for advertisers?

A new study by Dr. Burleigh B. Gardner and his staff at Social Research, Inc.—one of the most comprehensive motivational surveys ever made of a magazine's readers—explores the habits and attitudes of the TV GUIDE audience in great detail. For example:

- Most TV GUIDE readers (73%) are "selective viewers" who use the magazine to insure that their TV hours are rewarding and worth while. They see themselves as applying intelligence and organization to the business of TV watching.

- Virtually all readers look at TV GUIDE as an entity. They read and use its National Feature Section with

as much attention, interest and purpose as they do its concise program synopses and listings.

- Readers regard TV GUIDE as authentic and authoritative—a force for good television and the primary source of information that makes them intelligent, rational consumers of television.

- Every indication is that TV GUIDE readers are as careful and selective about their buying as they are about their TV viewing. They approach the magazine in a mood of relaxation—looking for authoritative guidance to shared family pleasure.

As this glimpse suggests, the survey's findings have considerable significance for advertisers . . . especially when viewed against the already well-documented statistical background of the numbers, age and living standards of the TV GUIDE audience.

A comprehensive report of this study has been published. Your TV GUIDE representative is ready to present and discuss the findings with you. To see him, or to obtain a copy of the report, contact your local TV GUIDE office or write TV GUIDE, National Advertising Department, Radnor, Pa.

Best-selling weekly magazine in America
circulation guarantee 7,250,000



Creating the Media Plan for a Luxury-priced Cigar

Media director, buyer, and account executive develop plan for magazines and newspapers.



By Ronald Friedwald

EVERYBODY TALKS about the "overall marketing strategy" or the "master media plan," but somebody has to work out the details. These are often as numerous and exacting for the luxury product with rather selective distribution, as for the product with mass distribution from coast to coast.

And they can require just as much thought, imagination, and plain old-fashioned digging—frequently even more. In fact, most of my media colleagues agree that it's as much work to plan this type of program as a mass campaign.

Just to prove the point, here is a condensation of the media plan for a luxury-priced cigar. Primary sales prospects are men more than 35 with incomes above \$10,000, concentrated in top metropolitan areas.

Media used are magazines and newspapers. Without discussion of broadcast or outdoor, business publications or direct mail, this plan covers 23 typed pages plus two tables on 14-by-17 inch graph paper. It's the joint effort of the media director, the buyer, and the account executive.

Like sound planning in any field, this one starts by stating the objec-

tives of the firm's advertising. In this case there are four:

1. To encourage smokers of other brands to try Brand X;
2. To encourage present users to stay with it;
3. To expand distribution;
4. To provide dealers with advertising support.

Objectives are followed by a description of the marketing problem, derived from essential facts about the product in relation to its most likely prospects.

Briefly, X is a premium cigar, above average in price. It has substantial distribution in large metropolitan areas, with a very heavy concentration in New York. Its best prospects are men more than 35 years old in the upper-income groups.

Selective Media and Frequency

Before proceeding with the media analysis based on this broad decision, our plan discussed the value of using selective media and the importance of frequency. While the use of selective media was suggested by the selectivity of the product and the somewhat limited budget, we were quite concerned about the tendency to run in a long list of selective media at the expense of fairly high frequency in the broader media. After establishing

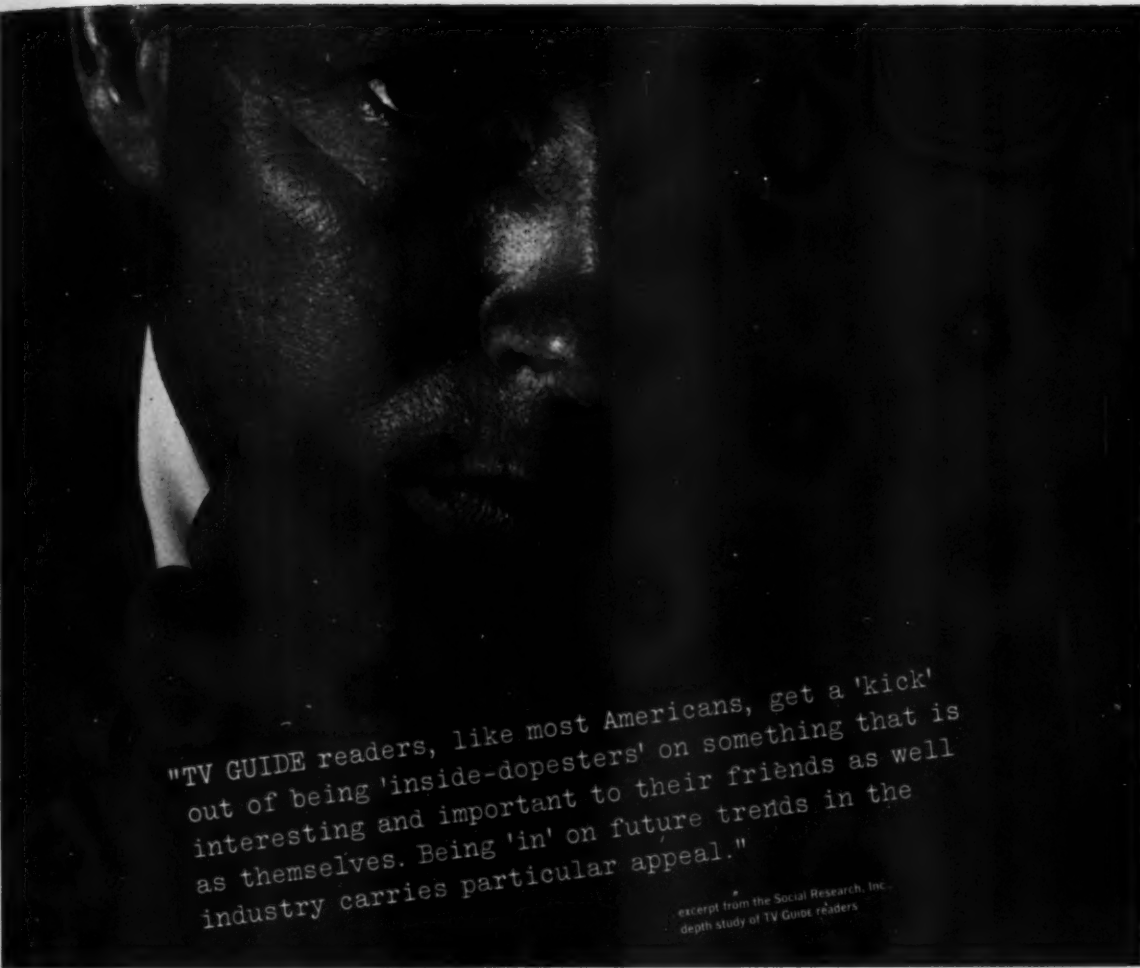
the case for selective media, we presented the brief for frequency based on our own experience plus some recent research on the subject. This research measured recall after one, two, three, and 13 weeks; and, for example, showed that while 14 per cent of the respondents recalled the advertisement after the first week, 63 per cent recalled it after 13 weeks of continuous advertising.

Proceeding with our analysis, we listed all magazines that could be considered prospects for the business, then checked this list of magazines against a table from the 1958 Starch "Consumer Magazine Report," showing the number of adult male readers and the number of cigar smokers in each magazine's audience. Cost per thousand cigar smokers was also figured. For those magazines that were not Starched, the buyer sought this information from the magazine's own research, never forgetting that the magazine's figures would, in most cases, be less conservative than Starch.

Moreover, no magazine was eliminated at this point, as these figures were to be used as just one criterion of evaluation. We were quick to point out what this chart did not show, as well as what it did show. The important fact not shown was that no differentiation existed between light and

(Continued on page 88)

Ronald Friedwald is media director for Mogul, Williams & Saylor, Inc.



"TV GUIDE readers, like most Americans, get a 'kick' out of being 'inside-dopesters' on something that is interesting and important to their friends as well as themselves. Being 'in' on future trends in the industry carries particular appeal."

excerpt from the Social Research, Inc. depth study of TV Guide readers

Why millions of selective viewers "can't get along without" TV Guide

Who reads TV GUIDE, and how and why?

Dr. Burleigh B. Gardner and his Social Research, Inc., staff have painted a convincing, 3-dimensional picture of TV GUIDE readers. Theirs is one of the most comprehensive magazine-audience motivational studies ever undertaken. It is significant to everyone concerned with advertising media. Over a year in the making, it covers the economic and geographic spectrum and represents a fair cross section of the 7,250,000 families who buy TV GUIDE each week.

Some 73% are *selective viewers* who find TV GUIDE indispensable to making their TV hours constructive, profitable and enjoyable. Selective viewers are determined to get the best out of television. They regard watching it as a worth-while, active pursuit . . . and they apply intelligence and organization to choosing what they watch.

TV GUIDE helps these selective viewers become knowledgeable and conversant about the whole TV world. They read the magazine cover-to-cover — to them it is an entity. Program synopses, discussions of the

state of television, reports on trends and personalities, glimpses behind the scenes, and forecasts—all these contribute to their understanding, to making them informed, intelligent viewers.

Not surprisingly, these are the kind of people whose approach to life—to all leisure activities, to buying—is constructive and positive. They *do* things. They are intellectually curious and determinedly rational. They form a major market for every consumer advertiser . . . even more impressive qualitatively than quantitatively.



For your copy of "TV GUIDE: A STUDY IN DEPTH," which details this important survey's findings, call your local TV GUIDE office or write TV GUIDE, National Advertising Department, Radnor, Pa.

Best-selling weekly magazine in America . . . circulation guarantees 7,250,000



(Continued from page 86)

heavy smokers. Another weakness of the table was that small percentage differences among the smokers reading one magazine might be within the margin of error of the survey.

Magazines Analyzed

Each magazine's position, as indicated by the table, received brief comment. For example, the table showed that the audience of the news magazines approximated the national average for cigar smokers; that *The New Yorker* has proportionately fewer cigar smokers, and the cost per smoker is high. *Nation's Business*, *True*, and fraternal magazines are very economical.

At this point, another table was brought into play. Among the audience characteristics measured by this table were the number of men more than 35, number of men earning more than \$10,000 a year, circulation in the top metro areas, and each magazine's cost factor for these characteristics.

These factors were then related to the information previously discussed on cigar smokers; experience and judgment were added to produce an analysis. Some of the conclusions are presented here in condensed form.

News Magazines: *Newsweek*, *Time*, *U. S. News & World Report*. These reach a substantial number of smokers at a reasonable cost, and probably include a good segment of heavy users. Also, readers are from upper-income groups who can afford expensive cigars in quantity. Moreover, many readers are at the age when cigar smoking is presumed to be heaviest, and news magazines concentrate circulation in metropolitan areas.

The New Yorker: Starch data indicate an audience below average in number of cigar smokers. However, its audience has highest income of all Starched magazines, and those who are heavy smokers can easily afford the product, more than compensating for the relatively fewer smokers. Another consideration is high circulation among presidents and board chairmen of the 500 largest U. S. industrial corporations. Many of these men both smoke cigars and buy them for business gifts. Circulation is concentrated in top metropolitan areas, 25.1 per cent in the New York

area. An important factor (but without statistical substantiation) is reader loyalty to both magazine and its advertisers, as indicated by Starch scores comparing readership of the same advertisement in *The New Yorker* and in other magazines. The former usually makes a better showing in spite of the large volume of other advertising fighting for attention.

A large number of consistent advertisers indicates sales success resulting from use of the medium. While national advertisers have difficulty tracing sales results to advertisements in a specific magazine, most retailers can, to some degree. *The New Yorker* carries a good deal of retail advertising, and produces premium response at a low rate. Our overall analysis of *The New Yorker* takes on added significance, because its recommendation for the client belies the concept of slide-rule media selection. Although we carefully analyze media on a cost-per-thousand basis, we often pay more attention to other factors.

Sports Illustrated: Editorial indicates a better income reader with a predominantly male, sports-minded audience, offering a good market for the product. Circulation also concentrated in metropolitan areas.

Fraternal Magazines A and B: Rank very high in number of smokers of cigars and have a low cost per thousand, but they also have relatively low-income audiences who probably smoke less expensive cigars. They also have large segments of their circulations in smalltown America, where the product's distribution is relatively limited.

The final selection was for advertisements of two columns by 105 lines in *Time*, *Newsweek*, *U. S. News & World Report*, *Sports Illustrated*, and *The New Yorker*.

Budget limitations made it necessary to confine advertising in newspapers to 11 280-line advertisements in the New York Times. However, it was agreed that if a larger appropriation were available, two other newspapers published in New York City would have been used.

The total appropriation was based upon a proportion of gross sales that was comparable to that used in previous years, and was increased in proportion to the estimated sales for the campaign year. ■

NEW PUBLICATIONS

First issue of *Quest . . . for tomorrow*, Putman's new quarterly "created to provide decision-makers with a better understanding of industrial science and technology," went to 35,200 "opinion leaders" in June. Another new Putman publication is *What's New in Chemicals*. Putman has dropped *Plant and Power Services Engineer*.

Simplicity Pattern's *Modern Miss Foods* will reach "2.3 million home economic students enrolled in food, nutrition, and cooking classes." Magazine bases its "entire editorial and advertising policy upon food and nutrition." First issue appears in February 1961. Others come out in April, September, and November. A counterpart, *Modern Teacher Foods*, will go to 50,000 cooking teachers, supplementing material in the student magazine.

FOOD MAGAZINE FOR GIRLS

Simplicity Pattern Co., Inc., which has been publishing *Modern Miss* since early this year, will put out a new publication in February 1961. Whereas *Modern Miss* has been circulated among students in home economics classes who are studying sewing (and in 1961 it will be called *Modern Miss*, Fashion Edition), the new publication will go to students who are studying cooking. It will be called *Modern Miss*, Food and Nutrition Edition. It will be distributed among 2,300,000 girls in February, April, September, and November. There will be three alternate issues.

There will be parallel editions of another Simplicity publication, *Modern Teacher*. This goes to some 50,000 teachers of home economics. In each issue of *Modern Teacher* going to teachers of cooking there will be bound a copy of *Modern Miss*, Food and Nutrition Edition. All these publications are digest size.

Modern Miss, Food and Nutrition Edition, will accept food advertising, and will attempt to get advertisers to devise their messages so that they appeal to a teen-age audience.

MODERN MEDICINE MODERNIZES

Modern Medicine will redesign its layout, add new editorial features, and increase its medical circulation from 145,000 to 177,000, effective next January. Magazine will appear on alternate Mondays.

"When TV GUIDE readers are reading through the editorial material...the 'mood' is right for a daydream to be launched which will wind up as a family-made decision to purchase."

excerpt from the Social Research, Inc.,
depth study of TV Guide readers

Families read TV Guide in a mood of relaxed enjoyment

A difficult area in the advertiser's appraisal of any magazine is the mood in which readers approach it... the psychological aura that surrounds it. Measurements here are few and hard to come by.

Reader mood is one important facet of TV GUIDE probed in the study in depth made by Dr. Burleigh B. Gardner and his Social Research, Inc., staff. The conclusions are significant.

Firm purpose stands behind the purchase of TV GUIDE by 7,250,000

families each week. Most are *selective viewers* who are determined that their TV hours be constructive, worth while and enjoyable... and who find the articles and features of this magazine, cover-to-cover, indispensable to that end.

The *active* approach to television of selective viewers is consistent with their purposeful view of all leisure activities. These are the people who tour America, read books, man home workshops, listen to hi-fi, delight in gourmet cookery. These are partisans of The Good Life, U.S.A. The mood

in which they read TV GUIDE combines this intelligent pursuit of relaxation with the seeking of authoritative TV facts and reliable TV guidance. And all of this normally occurs within the context of the family group.

Here is an ideal atmosphere for the advertiser to reach out and touch the imaginations of millions of prospects... to make sales of impulse products through print... to create the daydreams which will wind up as reasoned major purchases.

Here is advertising opportunity.



For your copy of "TV GUIDE: A STUDY IN DEPTH," which details this important survey's findings, call your local TV GUIDE office or write TV GUIDE, National Advertising Department, Radnor, Pa.

Best-selling weekly magazine in America... circulation guarantee 7,250,000



Faced with the need to find out more about the business publications that serve its markets, U. S. Steel prepared a detailed questionnaire for business publishers. Here are the questions—and the results.

U.S. Steel Takes a Deeper Look at Media



Mr. Berliner is media supervisor — advertising, of United States Steel Corporation. This article is adapted from a recent address before the Associated Business Publications.

By Arthur F. Berliner

WE AT UNITED STATES Steel have an exciting story to tell, of products and services geared to the Sixties. We are organizing to tell our story more effectively every day. And we are going right back to the ABC's of good advertising procedure to do this. We are utilizing more and better market research to predetermine marketing objectives.

We are writing tighter and sounder advertising objectives, limited enough to be attainable, specific enough so that progress can be measured. We are confining our advertising to the

basic thing that advertising can do more economically than any other industrial marketing tool — communicate—communicate a specific story to a specific audience.

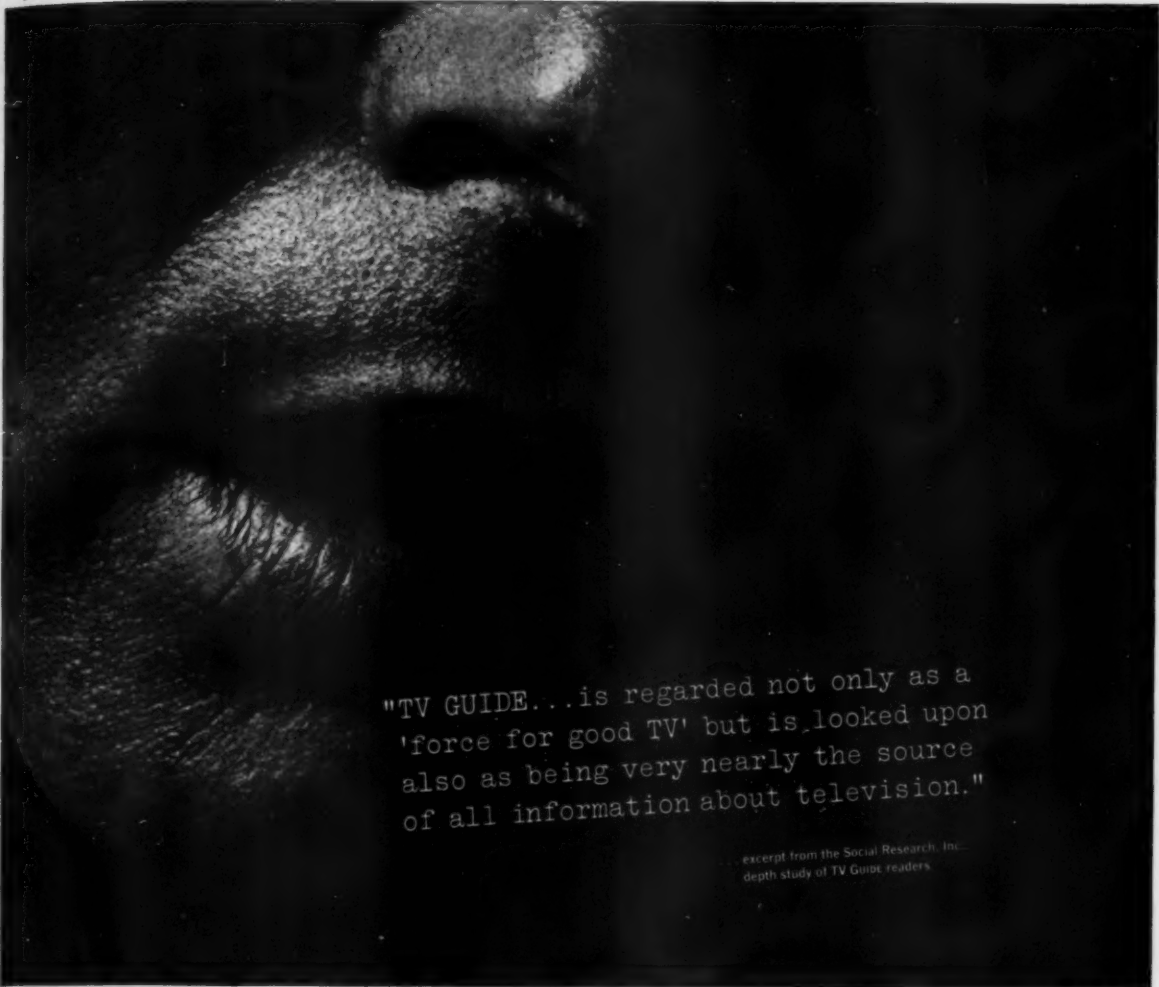
Because we wish to do a thorough job, we have felt deeply the need for more media information, presented in an organized form. Our over-all advertising program is made up of literally hundreds of product campaigns, in many of which business publications, selected properly and used intelligently, can play key roles. Publishers' salesmen are well aware

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Media/scope



"TV GUIDE...is regarded not only as a
'force for good TV' but is looked upon
also as being very nearly the source
of all information about television."

excerpt from the Social Research, Inc.
depth study of TV Guide readers

TV Guide's editorial content spells "authority" for 7,250,000 families

The *tone* of a magazine—the voice with which it speaks to its readers—is something advertising people are normally forced to judge intuitively. Yet this is really too important a matter for anybody's seat-of-the-pants measurement.

The study of TV GUIDE by Dr. Burleigh B. Gardner and his Social Research, Inc., staff explores the subject in some detail. Again and again, the 1012 TV GUIDE readers who were interviewed in depth emphasized the magazine's *authoritativeness* and *authenticity*.

Readers assign many qualities to the *total content* of the magazine. The comprehensive, accurate program listings which inform but withhold critical opinions. The continual reports of what's going on in TV—new programs, forecasts of programming trends, "inside information." The articles about television's responsibilities and obligations, which give readers a sense of participation in stimulating controversies. The relaxed, factual profiles of TV personalities—pleasant light reading. The behind-the-scenes stories of program production.

Readers recognize that virtually everything in TV GUIDE is objective and impartial, uncolored by presumptive standards of judgment. It is this quality which makes them look upon the magazine as the major source of authoritative information about TV, indispensable to constructive, worthwhile and enjoyable TV viewing. It is this which has figured prominently in bringing TV GUIDE the largest circulation in weekly magazine history. And it is this which, spilling over to the advertisements in TV GUIDE's pages, helps lend them prestige and believability.



For your copy of "TV GUIDE: A STUDY IN DEPTH," which details this important survey's findings, call your local TV GUIDE office or write TV GUIDE, National Advertising Department, Radnor, Pa.

Best-selling weekly magazine in America . . . circulation guarantee 7,250,000

Media/Scope, August 1960



(Continued from page 90)

of our needs, and many wanted to make written presentations last spring. To guide them we decided to develop a questionnaire, and send it to publications in all markets in which we advertised.

Use of a Questionnaire

Knowing how many questionnaires publishers receive, and what a great burden they put on busy men, we took as many precautions in designing this one as we could. Naturally, in evaluating business publications, we accumulate as many yardsticks as we possibly can. This cannot be done practically in a questionnaire. We had to stick to a few basic questions, particularly because we needed to utilize the same form for answers from magazines in 75 different Standard Rate & Data classifications.

We were searching for factual information, and tried to limit ourselves to questions that could be answered from records kept by most publishers. We received information from 390 publications, including practically all of those important to us. In reviewing these questions, keep in mind that no two markets are alike. The answers we received had to be interpreted differently for practically every market.

First we asked for tearsheets of five outstanding editorial pieces published in 1958. The intent of the question is to determine what the publication regarded as its big stories of the year. Is the magazine crusading on behalf of its industry? Or reporting alertly? How are the big stories handled—headlines, decks, illustrations, captions—all of the elements Scotty Sawyer discussed so capably in his recent MEDIA/SCOPE article, ("Evaluating Business Paper Editorial," February 1960)?

Response by Publishers

Although editorial is the principal product a publisher has to sell, only 307 magazines sent in tearsheets. One

Steel's Limited Success In Its Quest for Facts From Business Publications

- 62% reported on editorial resources.
- 79% sent data on editorial content.
- 91% reported editorial objectives.
- 60% sent five-year audit history.
- 59% analyzed circulation mailing lists.
- 49% supplied state breakdown figures.
- 25% gave circulation by two-digit SIC numbers.
- 50% sent data on reprint requests.
- 89% sent advertising volume records.
- 23% sent current media data forms.
- 86% reported publication frequency.

Some Facts That Steel Uncovered

- 84% reported recent changes in editorial format.
- 81% plan special issues at least six months in advance.
- 78% use some type of audit.
- 25% use some type of editorial evaluation system.
- 20% offer some advertising readership service.

or two said "All of our editorial is good;" a couple sent copies of five recent issues without any attempt to be selective.

About the same percentage of publishers, 79.2, submitted breakdowns of editorial by subject category, with responses ranging all the way from detailed analyses to bare copies of editorial indexes. Answers to this question were very helpful to us in establishing the editorial direction magazines are taking, especially when considered in view of the extent to which they utilize good editorial research.

Better than half the publications studied kept some sort of

record of requests for editorial reprints, which seemed quite good. Here seems to be an opportunity to show editorial impact, measured by the actual record of the number of people who want extra copies for themselves or for fellow workers. Think of the possibilities of analyzing these by Standard Industrial Classifications, company size, job title or function, or by motivation for requesting reprints. (Of course the request for 5,000 copies for promotional use is not particularly noteworthy, nor are reprint requests stimulated through use of gimmicks.)

The fact that 329 publications report changes in editorial format is an excellent sign of vitality. Most of these were changes prompted by careful analysis and thoughtful research. The book that hasn't had a change since it was founded in 1904, may still be operating—in the 1960's—from a 1904 point of view. On the other hand, six complete overhauls in three years may indicate a publication that can't make up its mind, or else is frantically coming from behind.

Editorial purpose theoretically is the keystone of publishing, yet 35 publications reported no editorial objectives. As indicated in the Marsteller study,* the vaguer the objective, the longer the statement.

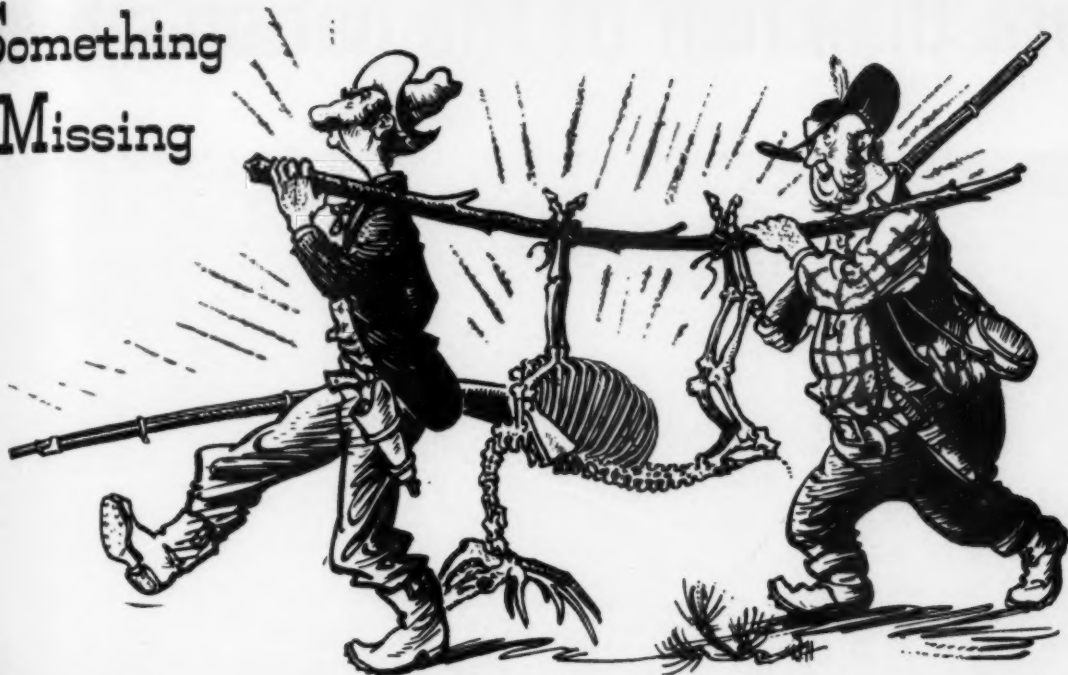
Editorial Plans

Editorial plans seem pretty well organized. Although one publication declined to give specifics because of competitive reasons, 318 magazines reported having their 1960 special issues planned and scheduled six months or more in advance of the start of 1960. It is important for us at U. S. Steel to know well ahead of time about special issues. We need an

(Continued on page 96)

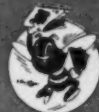
*In April 1959, Marsteller, Rickard, Gehardt and Reed released the results of a study of business paper editorial objectives. See MEDIA/SCOPE, May 1959, p. 53, for a report on this project.

Something Missing



... like California without the Billion-Dollar Valley of the Bees

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE



- Actually, total effective buying income of more than \$3 billion
- Greater general merchandise sales than each of 20 states
- Not covered by San Francisco and Los Angeles newspapers

California is more inland than coastland — and inland it's richer. Here live more people than in each

of 18 states.

Don't let your selling stop at the Coast Range. Include the great inland Valley and its billions of dollars in your sales effort. Remember also you simply can't cover this market with coastside newspapers. It takes the Bees to get home to Valley people.

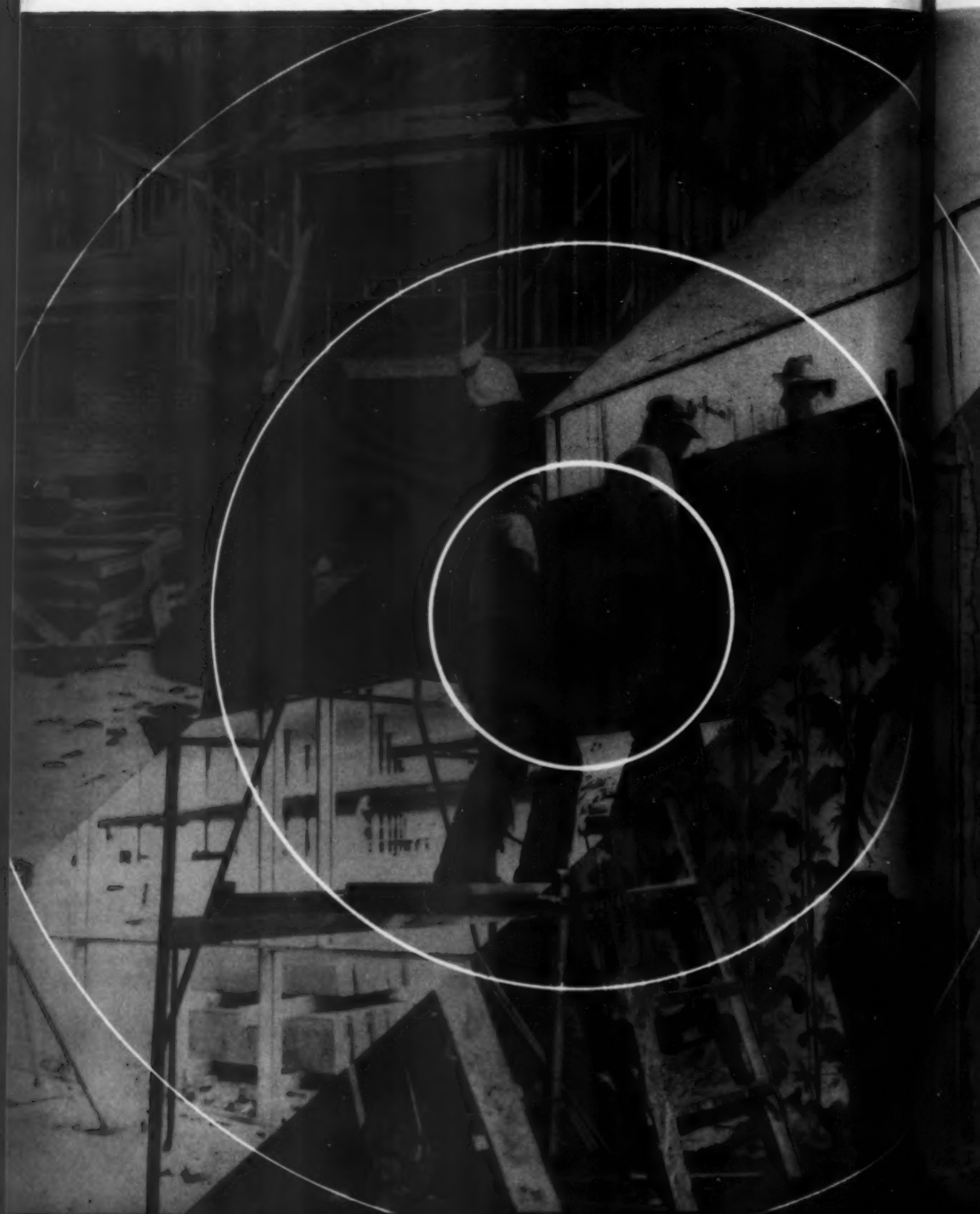
Data source: Sales Management's 1959 copyrighted survey

M^oCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

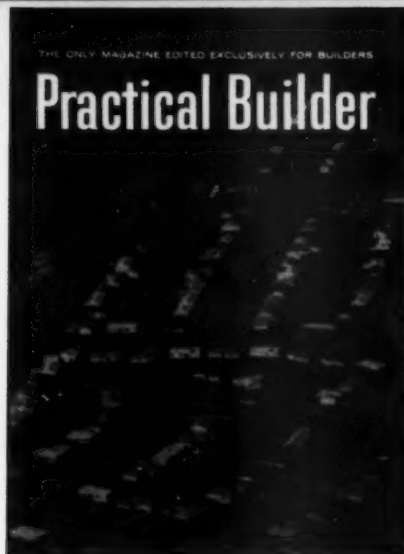
More than half of the nation's build buy



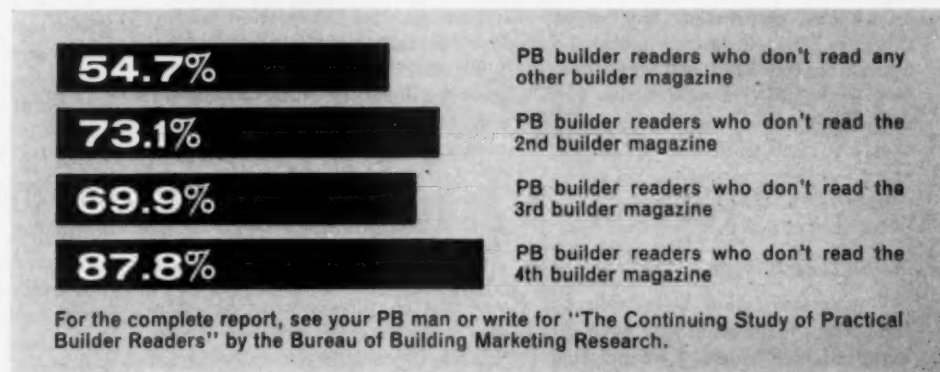
ld buyers read

THE ONLY MAGAZINE EDITED EXCLUSIVELY FOR BUILDERS
Practical Builder

exclusively!



Latest builder buying power findings reemphasize PB's dominance in the \$31.7 billion Light Construction Market. Here are the facts, as revealed by the latest report of PB's Continuing Readership Study, conducted by the Bureau of Building Marketing Research:



The fact that exclusive PB readers comprise more than half of the builder marketplace is only part of the study's findings. These builders, who can be reached through Practical Builder, account for more than \$9 billion in light construction volume!

Of critical importance to marketers seeking maximum builder-buyer coverage: 73.1% of PB builder readers do not read the 2nd publication, and these PB readers do 42.6% of the industry's dollar volume!

Practical Builder readers who don't read the 3rd builder book (69.9%) account for 42.1% of all light construction. And the 87.8% of PB's readers who don't read the 4th magazine do 51.1% of building's dollar volume in this field.

Stated another way—you reach 70% of the entire market with PB alone!

Clearly, this latest report on PB's Continuing Readership Study—acknowledged as the field's broadest and most systematic buying power inquiry available to media men—sharply reveals the primary place of Practical Builder in any media plan aimed at builders!

Why settle for less?

Practical Builder • A Cahners Publication • 5 South Wabash Avenue, Chicago 3, Illinois

(Continued from page 92)

unusually long lead time for a U. S. Steel advertisement, because arrangements for case histories must be made and clearances obtained.

When it comes to *dollar volume*, better records are apparently kept by publishers. Figures on total advertising pages for the first five-months' period for each of the past five years were supplied by 347 magazines. Why a five-months' period? Merely to get as much information as possible in time for our very early planning sessions, which start the beginning of June.

Most of the answers to our questionnaire were from audited books, yet only 236 sent audit statements dating back to 1954, as we had requested. We needed this five-year audit history badly. The figures on the audit statement may give a profile of a publication, but they don't reveal the entire story nearly so well until you put a few years together and start to get a December to December, or June to June trend.

Media Data Forms

I understand the Association of Industrial Advertisers will have an improved media data form out this month, and I am looking forward to it.** In the past this form has always presented helpful information to advertisers, yet, last June, only 92 magazines submitted current copies. Magazines lacking these media data forms were asked to give responses to what I consider to be some key questions from it. Responses ran between 64.4 and 67.9 per cent, with the exception of one part. The question asking for analysis of mailing lists according to those addressed to individuals by personal name as against those addressed to firms or to title or job function, was answered by only 59.7 per cent.

It is hard to publish a magazine without an editor, yet 149

**This new form was issued in May.
The Editor.

magazines did not report on their editorial resources. This low response surprised me, because the question was worded so carefully that it was not at all restrictive. Magazines can describe their editorial resources to advantage in a variety of ways.

Finally we asked for some statistics which we have now punched into IBM cards, primarily so that we could analyze rapidly schedules made up of combinations of horizontal and vertical publications. Here we asked for figures on some published, readily available information, only because it is easier for a publisher to transcribe his own figures once, than it is for us to transcribe several hundred sets of them.

Frankly, some of this material was for our product information people, which explains some of the questions.

We found that only 80 per cent gave deadlines for editorial; 86 per cent reported their publication frequency; 80 per cent told whether they ran color editorial or not; a surprisingly low 49 per cent supplied state break-down figures.

About 78 per cent reported use of some type of audit system, 25 per cent of the publications said they used some type of editorial evaluation service; and 20 per cent reported some advertising readership research service. Seventy per cent checked off one or more job functions toward which their publication was directed, although you would expect more to answer a question as simple as that.

SIC Breakdowns

A surprisingly small 25 per cent could give rounded circulation figures by two-digit SIC breakdown. What was even more surprising was that in all but half-a-dozen cases, the breakdown was perfectly obvious from the audit statement or from literature.

One thing that should be made clear about SIC analysis of circulation is this: Granted there are trouble spots in Standard Industrial Classifications, and will be as long as in-

dustry thrives and grows more complex; still, much of advertising's market research must be built around SIC figures. In order to do a thorough job, we must break down circulation into the best SIC approximations we can, in order to relate them to Census of Manufactures reports and all of the other background material media analysts use to measure a market. If publishers don't interpret circulation numbers for us, we must do it ourselves, as best we can.

Value of Replies

Now what do all these figures add up to? Most important is that I had excellent background information to use in putting together 1960 advertising schedules. I learned new things about many publications I had done business with for quite a while; about their editorial, their circulation, their organization, and their record-keeping. When I dug into a file, I had a good idea of what information was there for me.

We did not use this information in a negative sense. No publication was downgraded because it did not return a questionnaire. But I have a deeper understanding and insight into those publications that sent answers to our questions.

We are ready now to bring this information up-to-date for our 1961 planning, and to extend this type of analysis to other fields.

Right here, I'd like to make a suggestion. If publishers feel that this media analysis questionnaire is sound, and allows them to present a rounded promotional story, I'd be wide open for any ideas and suggestions as to how we could go about broadening its use in our business, and to ideas to improve the form, too.

As never before, advertisers in the Sixties, the Seductive Sixties, will need information; not only information with which to select media, but also information with which to measure markets, and information with which to set up evaluation of advertising.



The most important 1,195,671 in the advertising "census"

An immense tabulation is now being completed—the national census. Its purpose is clear—to tally and measure the nation's population. Another kind of "census" goes on continually in advertising circles—the tabulation and measurement of audiences.

Some combinations of mass media come up with an advertising audience estimated to exceed the total population of the United States. Yet, how much more important to advertisers than "how many" is "which ones"?

Do these people have the money to buy my product or service? Are they the people who set the buying pace in their communities? Can their well-respected opinions help my company grow—in stature, in sales and in profits?

Measured in these specific ways, the 1,195,671* important people who buy and read "U.S. News & World Report" can readily be called the most important magazine readers of all—and the magazine that brings them together each week . . .

The most important magazine of all



No other news magazine concentrates its entire content on the important news of national and world affairs. Consequently, no other news magazine attracts such a high concentration of the leaders of business, industry, finance, government and the professions.

No other news magazine attracts such a high concentration of higher-income families (average income—\$15,496).

Ask your advertising agency for the documented facts about this important magazine . . . from your standpoint, very likely the most important magazine of all!

U.S. NEWS & WORLD REPORT

America's Class News Magazine

Advertising offices, 45 Rockefeller Plaza, New York 20, N. Y.
Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland,
Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.

*Publisher's Interim Statement to the Audit Bureau of Circulations for the 3 months ending March 31st, 1960

The Pre-filed Catalog:

1. What it is;
2. Its nature as a **buying** instrument;
3. Its size and organization.

By Howard G. Sawyer

THE IMPORTANT FACT to understand about the industrial catalog is that it is primarily a *buying* instrument. It is only secondarily a *selling* instrument.

To make that perfectly clear, let's agree that the best kind of a sale is the one that the seller *never hears about*.

If *that* needs explanation, let's compare two kinds of action that can be stimulated by industrial advertising.

In one case, the manufacturer makes a proposition, and invites an inquiry. The proposition is usually (or *should* be, if inquiries are expected in any quantity) in the form of an offer of literature.

A certain small percentage of the readers respond to the offer, thus exposing themselves to further solicita-

tion. Many inquiries are worthless, coming from literature collectors and apprentices. Those which have order potential need more or less intensive follow-up (by mail and, often reluctantly, by field men) in order to produce business.

In the other case, the manufacturer makes a proposition in the form of a promise of reward for using the product, and directs the prospect's interest to information contained in a catalog—either pre-filed or individually distributed. Often enough, this information is adequate for determining whether the product in general is suitable for the application, and whether it is obtainable in a form to suit the application specifications.

From the right kind of catalog and further investigation through salesman, agent, or distributor, the buyer can specify, requisition or write out his order. He can either hand it to a salesman or put it in the mail—in either case it reaches the manufacturer without any hint at the home

office as to how it was generated in the first place.

(The ultimate in advertising efficiency, of course, is the order placed directly from the advertisement, bypassing the catalog and the salesman. However, few products sold to industry can be described in enough detail in an advertisement to give the buyer the information, including price, that he needs in order to select a particular model.)

It is a pity that advertising works best when there's no record of its participation in the event. This is because advertiser managements are sometimes inclined to be suspicious of anything that they can't see happen and so have to take "on faith." (If advertising and advertiser managements would take the trouble to observe how engineers and buyers in their own plants are prompted to take buying action, they would be better guided in shaping their communications programs.)

All of the preceding is over-simpli-

Mr. Sawyer is vice president, Chirug & Cairns, Inc., Boston.

WHEN THE FOCUS IS ON FASHION—REMEMBER

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News is read by families whose median income is \$1070 a year higher than Metropolitan Chicago as a whole. These are the people who spend more on fashions...and on food and

furniture too, for that matter. What's more, the Daily News median adult reader spends at least 35% more time with his paper than readers of the other Chicago dailies.



(Continued from page 98)



BUYING ACTIONS are based on plant and project needs plus the product information of manufacturers that buyers want for product information and comparisons. When buyers have product needs, they want and use manufacturers' catalogs. (Photo courtesy of Sweet's Catalog Service.)

fication, to be sure, but in view of all the discussion—in our professional magazines and in media-buying offices—about *inquiries*, it is only fair that the pre-filed catalog be given its day in court.

What Is a Pre-filed Catalog?

The pre-filed catalog is a collection of various suppliers' catalogs bound into one or a series of volumes, arranged in product categories, and distributed to buyers.

Unlike advertising, which is used by sellers looking for buyers, the pre-filed catalog is used by buyers looking for sellers.

The pre-filed catalog is not used as a directory. The function of a directory is to supply names of sources of supply for various products. It has the advantage of listing *all* known suppliers for a market's needs, but—except for the ads published in it—it contains little or no product information.

The function of a pre-filed collection of manufacturers' catalogs is to

provide product information for comparison and selection. A pre-filed catalog has the disadvantage (from the user's point of view) of representing only certain suppliers (who pay for the privilege), and hence it is more useful as it is closer to being complete. However, it does carry the kind of information which can help to make up the buyer's mind as to the desirability of the cataloged product. It has been found that even those pre-filed collections which lack comprehensiveness in number of catalogs included still enjoy a high degree of usefulness.

The buyer's own personal collection of individually-distributed catalogs would serve the purpose just as well except for the facts that: 1) such catalogs do not always reach the right buyers, and 2) few buying offices maintain files that are orderly and up-to-date. Procurement, classifying, indexing, filing and re-filing, and keeping catalog information up-to-date (including culling out obsolete catalogs) is increasingly expensive.

The pre-filed catalog is distributed to known and important

buyers. It contains the latest information (within a maximum of a year). It is always accessible at the critical moment of need—doesn't have to be written for (which sometimes exposes the potential buyer to a premature sales call) and waited for. It is convenient to use. Unit cost of distribution is a fraction of the cost of individual distribution.

Because a catalog is a buying instrument, not a sales promotion piece, it should not be expected to accomplish what advertising can accomplish better, and it should thus avoid the techniques which advertising uses to attract attention, suggest needs, build company prestige, etc. Presumably, the prospect has developed an interest in the product (or type of product), and has found his way to the proper location in the catalog. His attention does not have to be wooed; there is no "display" or editorial competition. The process is one of selection and application, and the structure of the insert should be such that the process is made *easy* for the user to make his own evaluations, based on comparable data rather than advertising persuasion.

From these data he will decide which of the several cataloged products is (or are) eligible; he will determine which of the qualifiers suits his needs best (this may be only tentative, requiring further investigation, but not always); and finally, he will select which of the various forms of the product makes the best fit with his specifications.

(It should be noted, too, that the catalog also serves when it *disqualifies* a product, thus saving its supplier the nuisance and cost of following a fruitless lead.)

Control over Inserts

Pre-filed catalog service organizations are wise to exert some control over the content of their clients' inserts. Some insist upon a minimum number of pages on the grounds that unless a catalog provides enough information, it does not perform its function. Some will urge the manufacturer to let it design, write, and print the insert, following procedures which its experience has



Reprints of the artwork, suitable for framing, are available. Write Metro Sunday Comics Network

The day the funnies stopped

You can't kid around with the funnies. America takes them too seriously. Ask the Chicago Tribune.

The roof fell in one historic Sunday when the Tribune deliberately omitted Little Orphan Annie. Public reaction: Clogged switchboards. Bonanza for Western Union. Sacks of mail. Drove of irate visitors. They wanted Annie back! Annie never left the Trib again.

And New Yorkers of vintage years fondly recall the high-pitched voice of the "Little Flower" reading the funnies over the radio because the papers were on strike. *And not only the kids listened!*

This priceless public possessiveness of Sunday Comics is common. It happens all the time. Ask your Metro man for a few recent examples. And if you're seeking a new, vital and profitable avenue for major selling efforts, consider these facts:

FACT: More people read Metro Sunday Comics than any other print medium—over 40,000,000. As always, section readership is terrific. (Ask for latest studies.)

FACT: Metro's regular families include more college graduates, more professionals, more adults, more teenagers, more kids than you can reach in any other medium. And you reach them *all* for the price of *one* insertion.

FACT: In the income brackets that count—over \$4,000; over \$7,000; over \$10,000—Metro Comics' families rank well *above* U. S. averages.

FACT: People who read Comics become involved in the situations; identify strongly with many of the characters—develop a strong sense of loyalty to the medium. The result: a strong sense of loyalty to the advertisers. (Ask us for our new studies.)

FACT: You can get the complete story on Metro Sunday Comics Network by calling MUrray Hill 9-8200 in New York City—or any of our branch offices listed below.

METRO
Sunday
COMICS
Wednesday

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Office: 260 Madison Avenue, New York 16, N. Y., MUrray Hill 9-8200 • Chicago 11, 1710 Tribune Tower • Detroit 2, New Center Building • Los Angeles 5, 3460 Wilshire Boulevard • San Francisco 4, 155 Montgomery Street

The Man

Paul W. Limerick
Vice-President
Western Advertising
Agency (Dekalb
Agricultural Assn.)



"Dealer listings and demonstration plots finalize the local theme . . . help bring sales direct to local outlets. The state farm paper is our primary media. The local point in agricultural news and advertising is the FOCAL point to the farmer."

The Ad



The Results

Local editing of PENNSYLVANIA FARMER creates a climate of confidence among readers. They believe what they read because it's right for their crops, their soil, their state.

When you add to local editorial support the STRAIGHT-LINE ADVERTISING techniques of local pictures and case histories, local prices and terms, local where-to-buy listings . . . your sales message penetrates straight to the heart of this rich market—where farmer spendable income reaches \$1,004,100,000 yearly! Want proof? Send for free folder.

Pennsylvania Farmer

STRAIGHT-LINE ADVERTISING
available also in —

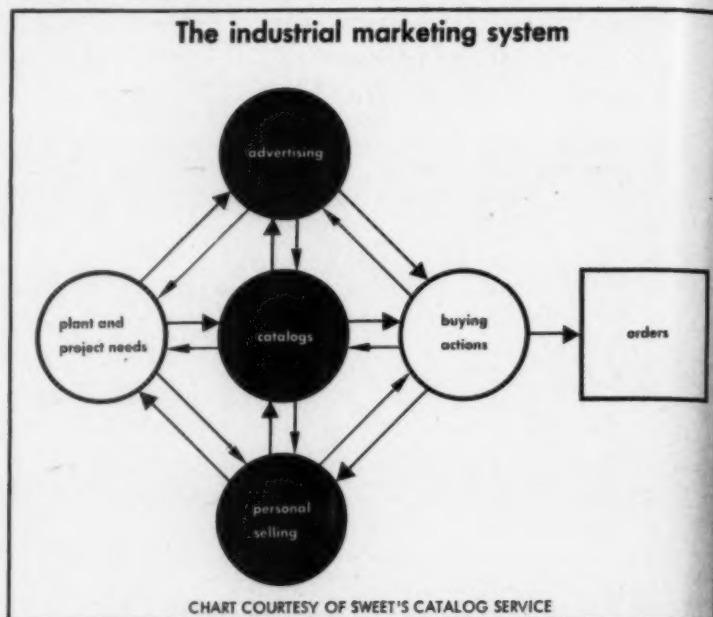
- THE OHIO FARMER
- THE KENTUCKY FARMER
- MICHIGAN FARMER
- THE TENNESSEE FARMER
- THE INDIANA FARMER
- HOMEMAKER

**FARM
SHOW**

Greatest Agricultural Show in the East
1961 Pennsylvania Farm Show
Harrisburg—January 9-13, 1961
PREVIEWED IN THE JANUARY 14, 1961 ISSUE
CLOSING DATE DECEMBER 6, 1960

The Pre-filed Catalog

(Continued from page 100)



proved to be the most effective (from the user's point of view). Some will make an effort to educate customers on catalog design.

The important fact to understand about catalog design is—as I said at the beginning—that it is a buying instrument and not a selling instrument.

The user may have one of a number of possible needs that the product might fill. The information in the catalog should be arranged so that he can quickly locate the exact model which fits that need.

Thus, reference to the table of contents or index will lead him to the right place, and visual devices in each section and on each page will lead him to the one size or style or capacity that will fit his conditions.

To this end the information should be "packaged" in small, self-contained units, isolated from other "packages," and appropriately identified, but related by some means to the "system"—the sequential order of presentation.

White space and visual barriers should be used to separate the "packages," with guideposts and bridges provided to establish visual continuity, interrelationships of product data and a sense of "easy travel." If pos-

sible, units of equal importance should occupy equal space, and have equal prominence in respect to color and other impact factors.

It is the number of information units plus the space requirements for arrangements and traffic flow that will determine the number of pages in the catalog—not somebody's arbitrary choice of a number of pages into which the information must be crammed.

This number of pages thus specified by buyer needs will be contained within front and back covers. The front cover should be mainly functional, not mainly decorative, for this is the best place to identify subject matter and is also the best place to put the index. The back cover is to be functional also, suggesting to the user his next action: where to place his order or to locate a sales office or distributor.

Further discussion of catalog design would be pointless in a magazine edited principally for people interested in media. This much, however, should have made the point that the size of the catalog insert must be determined, not by media department, but by the informational needs and convenience of the typical potential buyers in the market group to be served.



IN BUFFALO Men's Clothing Stores Start the Day Right...in the Morning

Buffalo's men's clothing stores placed 72.5% of their *daily* 1959 advertising in the Morning Courier-Express. Include Sundays, and the figure was 74.6% of the total.

And men are only half the story of the proved selling power of the Courier-Express. It carried 67% of *daily* woman's clothing store lineage—74.9% of the total when Sundays are included.

Other classifications—food chains, appliances, toilet goods and beauty shops, automobile dealers and financial to name only a few—add strong weight to the evidence that to insure your full share of the metropolitan Buffalo market, you *need* the Courier-Express.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and the eight surrounding counties.

*For Total Selling in this
Great Market*

Buffalo Courier- Express

*Western New York's
Greatest Newspaper*

ROP COLOR 7 DAYS
Represented Nationally by
Los Angeles and San Francisco
SCOLARO, MEEKER & SCOTT
New York, Chicago, Philadelphia, Detroit
DOYLE & HAWLEY

First-Half 1960 Rate Changes

Prepared by Media/scope's Research Department

BUSINESS PUBLICATIONS Rate Changes, First Six Months, 1960

(One-time, Black-and-white Page Rates—U. S. Business Publications)

Circulation Groups	Number of Business Papers		Range of Changes			
	Total	Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %
100,000 and over.....	37	12	10	2	-25.0	25.0
50,000 - 99,999.....	50	32	32		2.2	67.3
25,000 - 49,999.....	223	71	71		2.9	62.2
15,000 - 24,999.....	221	77	75	2	-17.3	40.0
10,000 - 14,999.....	263	55	52	3	-22.0	158.1
5,000 - 9,999.....	493	113	111	2	-37.5	169.0
2,500 - 4,999.....	319	57	57		4.3	138.5
1,000 - 2,499.....	147	19	19		3.8	160.0
999 and less.....	10	2	2		20.8	38.9
Circulation not given.....	227	26	26		4.3	196.3
TOTALS.....	2,020	464	455	9	-37.5	196.3

(Source: SRDS Business Publication Rates and Data, 1960)

BUSINESS PUBLICATIONS The proportion of all business publications raising black-and-white page rates during the first half of 1958, 1959, and 1960 has steadily increased. This year almost one-fourth of all business publications increased rates; one-fifth did so in 1959 and in 1958. Among business publications with circulations above 15,000, one-third had increased rates in 1960, while slightly more than one-fourth did so by mid-year in both 1958 and 1959. Among those with less than 15,000 circulation, almost one in five raised rates in 1960, compared with about one in six raising rates during the first six months of 1958 and 1959.

CONSUMER MAGAZINES Rate Changes, First Six Months, 1960

(One-time, Black-and-white Page Rates—U. S. Consumer Magazines)

Circulation Groups	Number of Magazines		Range of Changes			
	Total	Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %
2,000,000 and over.....	19	13	13		5.8	40.2
1,000,000 - 1,999,999.....	24	14	14		3.0	13.6
500,000 - 999,999.....	37	24	21	3	-45.5	34.7
250,000 - 499,999.....	54	17	17		4.6	100.0
125,000 - 249,999.....	56	15	14	1	-14.3	55.0
75,000 - 124,999.....	51	7	6	1	-14.3	73.7
50,000 - 74,999.....	33	10	10		13.2	100.0
25,000 - 49,999.....	44	7	6	1	-22.9	25.0
10,000 - 24,999.....	44	8	8		2.9	69.6
9,999 and less.....	29	4	4		14.9	52.6
Circulation not given.....	63	6	5	1	-50.0	100.0
TOTALS.....	454	125	118	7	-50.0	100.0

(Source: SRDS Consumer Magazines Rates and Data, 1960)

CONSUMER MAGAZINES Among consumer magazines, one in four (26 per cent) have announced black-and-white page rate increases during the first six months of 1960. This is comparable to the number of consumer magazines adjusting rates during same period in 1959. It is typical in print media that there will be a greater portion of publications within the largest circulation groups to adjust rates than among publications with less circulation. Three out of five magazines in the above-million circulation group have raised rates this year, while less than one in five under 75,000 circulation have done so.

NEWSPAPER Rate Changes, First Six Months, 1960

(One-time Flat-line Rate—U. S. Newspapers)

Circulation Groups	Number of Newspapers		Range of Changes			
	Total	Changing Rates	Increasing Rates	Decreasing Rates	Low %	High %
400,000 and over.....	18	6	6		4.5	10.0
200,000 - 399,999.....	49	17	17		3.6	9.3
100,000 - 199,999.....	57	12	12		3.4	13.3
50,000 - 99,999.....	115	24	24		3.1	16.0
25,000 - 49,999.....	187	45	45		2.7	15.4
10,000 - 24,999.....	389	86	85	1	-18.2	22.2
5,000 - 9,999.....	400	62	62		5.6	28.6
4,999 and less.....	394	55	55		6.7	50.0
TOTALS.....	1,609	307	306	1	-18.2	50.0

(Source: SRDS Newspaper Rates and Data, 1960)

DAILY NEWSPAPERS About one daily newspaper in five (19 per cent) raised basic black-and-white line rates during the first half year of 1960. By comparison at mid-year 1959, almost one newspaper in four had raised line rates. Generally there were fewer papers in each circulation group that announced rate increases this year, compared with last year. This was especially noted among the newspapers in the 5,000-to-10,000 circulation group, in which 62 papers increased rates this year, while 101 did so last year.

RADIO STATIONS Although there are about 10 per cent more radio stations this year compared with last year, the proportion of stations adjusting rates has remained comparable during both 1959 and 1960. Of greater interest, however, is the fact that a larger portion are increasing than decreasing rates. By mid-1959, one-third more stations had announced minute rate increases than decreases. This year two-thirds more stations increased minute rates than decreased them.

The most significant change has taken place among local stations (100-1,000 watts). This year, about three out of five stations have increased rates; two out of five have decreased them. Last year more stations had *lowered* rates, than had increased them. In all other power groups, considerably more stations raised than lowered rates during both years.

TELEVISION STATIONS One-fourth fewer television stations raised minute rates by mid-1960, than did so in the first six months of 1959. In addition, more stations lowered costliest minute rates this year, than did so last year.

Among VHF stations, 26 per cent raised costliest minute rates this year, while 36 per cent did so a year ago. On hour rates, in both years 21 per cent announced increases.

UHF stations, typically, have not registered the exceptional rise the VHF stations have shown. Only four UHF stations raised rates while three lowered rates in 1960. During the first six months of 1959, twelve stations had increased rates, while only one had reduced rates.

Regionally, the proportion of stations increasing rates to total number of stations has been about the same this year for each region.

RADIO STATIONS Rate Changes, First Six Months, 1960

ONE MINUTE

(Most expensive one-minute one-time—U. S. Radio Stations)

Type of Station	Number of Stations Total Changing		Increasing				Decreasing			
			Range of Changes			Range of Changes				
			No.	Low %	High %	Median	No.	Low %	High %	Median
National (50,000 Watts)	100	21	18	2.7	108.3	13.6%	3	-3.7	-20.0	-13.0%
Regional (5,000-10,000 Watts)	686	115	80	2.9	122.2	21.7%	35	-3.6	-66.7	-25.0%
Local (100-1,000 Watts)	2,464	258	149	3.9	220.0	25.0%	109	-1.1	-71.4	-25.0%
F.M.	126	32	20	5.0	138.1	40.0%	12	-10.0	-64.0	-29.4%
Outside of U. S.	102	6	4	6.7	9.1	8.0%	2	-6.7	-20.0	
TOTALS	3,478	432	271	2.7	220.0		161	-1.1	-71.4	

ONE HOUR

(Most expensive one-hour one-time—U. S. Radio Stations)

Type of Station	Number of Stations Total Changing		Increasing				Decreasing			
			Range of Changes			Median	Range of Changes			Median
			No.	Low %	High %		No.	Low %	High %	
National (50,000 Watts)	100	6	6	5.0	18.2	11.1%				
Regional (5,000-10,000 Watts)	686	30	18	6.7	100.0	20.0%	12	-7.7	-52.5	-37.5%
Local (100-1,000 Watts)	2,464	145	82	1.3	175.0	25.0%	63	-4.6	-66.7	-25.0%
F.M.	126	32	19	8.3	180.0	30.0%	13	-7.2	-66.8	-29.4%
Outside of U. S.	102	2	2	2.3	185.0					
TOTALS	3,478	215	127	1.3	185.0		88	-4.6	-66.8	

(Source: SRDS Spot Radio Rates and Data, 1960)

TELEVISION STATIONS Rate Changes, First Six Months, 1960

(Most expensive one-minute one-time and one-hour one-time—U. S. VHF Television Stations)

V.H.F.

Geographic Regions	Total Stations	One-Minute One-Time Rates				One-Hour One-Time Rates			
		No. Stations Increasing	Range of Changes Low %	High %	Median	No. Stations Increasing	Range of Changes Low %	High %	Median
New England	15	4	9.1	16.7	12.5%	2	4.7	7.1	
Middle Atlantic	32	9	3.5	26.1	12.1%	7	7.7	21.2	10.0%
East North Central.....	51	19	2.9	45.8	12.5%	11	3.4	40.0	14.3%
West North Central.....	65	17	7.1	75.0	15.0%	16	6.3	50.0	11.1%
South Atlantic	67	18	6.3	50.0	20.0%	18	5.9	25.0	12.5%
East South Central.....	29	9	5.8	30.8	15.6%	5	4.5	15.4	8.6%
West South Central.....	65	17	4.2	166.7	14.3%	12	5.6	86.7	11.1%
Mountain	46	6	6.9	25.0	20.0%	5	7.7	25.0	13.6%
Pacific	42	12	4.0	33.3	20.0%	12	5.9	34.6	12.5%
Outside of U. S.	20	3	21.4	31.4	22.2%	3	12.5	21.4	12.5%
TOTALS	432	114	2.9	166.7		91	3.4	86.7	

Nine stations lowered the minute rate, ranging from 8.3% to 40.0%.

One station lowered the hourly rate 25.0%.

(Source: SRDS Spot Television Rates and Data, 1960)

TELEVISION STATIONS Rate Changes, First Six Months, 1960

U.H.F.

(Most expensive one-minute one-time and one-hour one-time—U. S. UHF Television Stations)

Geographic Regions	Total Stations	One-Minute One-Time Rates			One-Hour One-Time Rates		
		No. Stations Increasing	Range of Changes Low % High %	Median	No. Stations Increasing	Range of Changes Low % High %	Median
New England	8						
Middle Atlantic	10	1	5.6		1	5.9	
East North Central	27	2	9.1	20.0	1		7.6
West North Central	1						
South Atlantic	8						
East South Central	7	1		28.6	2	6.1	42.9
West South Central	3						
Mountain							
Pacific	6						
TOTALS	70	4	5.6	28.6	4	5.9	42.9

Three stations lowered the minute rate, ranging from 8.3% to 33.3%

(Source: SRDS Spot Television Rates and Data, 1960)

Feb. 20, 1960

THE NEW YORKER

Price 25 cents



Toppers again

Wearing
be a h
Year after
advertisers
in these tw
checked b
Bureau.

Some ye
Business W
our friends



Wearing the top hat is really getting to be a habit for The New Yorker and us. Year after year (and 1960 is no exception), advertisers place more pages of advertising in these two than in any other magazines checked by the Publishers Information Bureau.

Some years the *top* top hat is worn by Business Week, some years (like this one) by our friends at The New Yorker. Fits us both.

Advertisers seem to agree with the slogan of Business Week (which we offer to The New Yorker without charge): "It isn't how many . . . it's *who*." Translation: Circulation numbers are not as important as circulation quality.

Hold on to your hat, New Yorker, here we go again! (And come December, watch out for snowballs. We've developed an awfully good aim.)

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO
INFLUENCE MANAGEMENT MEN

BUSINESS WEEK A
MCGRAW-HILL
MAGAZINE

10 TOP MAGAZINES

January—June, 1960

Total Advertising Pages

1. The New Yorker	2,562
2. BUSINESS WEEK	2,507
3. Life	1,758
4. Time	1,587
5. The Saturday Evening Post	1,536
6. Newsweek	1,514
7. U.S. News & World Report	1,504
8. Fortune	1,130
9. Sports Illustrated	982
10. Sunset	874

Source: P. I. B. Excludes trade, technical and industrial publications

*pinpoint magazine coverage
in your market(s) with...*

locally edited gravure magazines



*in New Orleans...in any Region
or throughout the Nation!*

*The nation's 52 locally edited gravure magazines are your tactical
force in 39 major markets.*

Here are 12 of the best...
AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS
DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUIS-
VILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE •
PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

DICTIONARY OF TERMS USEFUL TO BUYERS OF MEDIA



stands for —

PROPORTIONALITY—In sampling, it refers to the relative frequency with which elements in a sample are found in the population.

PROVED NAME REGISTRATION (P.N.R.)—In aided recall research, the percentage of readers of a magazine who, when shown a card with a product or product's name, can prove they saw a specific advertisement by playing back, or recalling, some element of the advertisement.

PUBLIC AFFAIRS—The network department responsible for the broadcast or telecast of educational and religious programs.

PUBLIC RELATIONS—A company's efforts directed toward the creation of a favorable attitude toward it on the part of its various publics.

PUBLIC RELATIONS ADVERTISING—See **ADVERTISER, INSTITUTIONAL**.

PUBLICITY—Communication developed by a company on its behalf in a form which would have some informational or feature value to a medium which, at its discretion, would make use of it without charge to the advertiser.

PUBLISHER'S STATEMENT—The statement of circulation issued by a periodical publisher.

PULLING POWER—The ability of an advertisement or medium to produce inquiries or sales for an advertiser. Usually measured in terms of inquiries or orders attributable to a specific advertisement.

PULP MAGAZINE—Magazines using rough-surfaced paper, mostly detective, fan, or romance books.

PURCHASE PRIVILEGE PREMIUM OFFER—An offer to an advertiser's customers of an opportunity to purchase an item of merchandise below its retail value.

PURCHASING POWER—The amount of money a consumer or group of consumers have to spend.

PYRAMID PAGE MAKE-UP—Make-up in which advertisements are arranged with the largest advertisement at the bottom of a page and other advertisements forming steps to the top outside of the page.



stands for —

QUALIFIED READER—In media research, a person who has demonstrated evidence of reading a publication.

QUANTITY DISCOUNT—A rate reduction granted by media to advertisers who buy a specified amount of space or time during a given period.

QUARTER RUN—In transportation advertising, one fourth the number of car cards in a full service.

QUESTIONNAIRE, DIRECT—One in which direct questions are asked but which may also include open-end questions. It may also be in the form of a topical outline focused on a stimulus common to those interviewed.

QUESTIONNAIRE, INDIRECT—One which uses any disguised method of questioning (includes so-called projective techniques).

QUICK KINE—In television, rapid filming of a program for delayed telecasting.

QUOTA SAMPLING—A nonprobability sampling process designed to mitigate interviewer bias and differences in the variables being studied. In it the interviewer's selection of respondents is limited to persons with predetermined characteristics known to be pertinent to the study.



stands for —

RACKS—At point-of-purchase, a combination display and stock bin for merchandise which may carry brand identification copy but depends on display of the products for its major appeal.

RAILROAD SHOWING—An outdoor poster location designed to attract attention of railroad passengers.

(Continued on next page)

RANDOMNESS—In sampling, the quality which assures every individual unit in the population full and equal chance of being included in the sample.

RANDOM SAMPLE—One in which every sampling unit within a universe has an equal chance to be included in the sample.

RANDOMIZATION—The principle which permits the selection of a sample on the basis of chance rather than by interviewer or investigator bias.

RANGE—In statistics, the difference between the highest and lowest measurements.

RATE—The charge for media facilities. A **LOCAL RATE** is one offered by local media to a local advertiser. A **NATIONAL RATE** is one offered by all media to a non-local advertiser. It is also called a **GENERAL RATE**.

RATE BOOK—A book devoted to a medium listing advertising rates and related information. Standard Rate & Data Service, Inc., is the standard source of this material.

RATE CARD—A printed document obtainable from advertising media which lists advertising rates and related information.

RATE CLASS—In broadcast media, the time charge in effect at a specified time.

RATE DIFFERENTIAL—Among newspapers, the difference between the national and local rates.

RATE HOLDER—In newspaper advertising, a small advertisement run by an advertiser to comply with the terms of a contract which grants him a discount for minimum lineage or insertions over a specific period of time.

RATE PROTECTION—The length of time an advertiser may be guaranteed a specific rate.

RATING—In broadcast, the per cent of potential audience tuned to a radio or TV station or to a particular program. This is taken as the per cent of homes equipped with receivers that are tuned to a given show at a specific time for a **SETS-IN-USE RATING**. It is taken as the per cent of all sets in use that are tuned to a given show at a specific time for a **SHARE-OF-AUDIENCE RATING**. It can be a **MINUTE-BY-MINUTE RATING** (or **PROFILE**) to show variations in audience level. It can be a **CUMULATIVE AUDIENCE RATING** to show total unduplicated audience over whatever period of time is desired.

RATING SCALE—A list of points and values for estimating a total numerical rating.

REACH—The total audience a medium: 1. can cover; 2. does cover.

REACH, CUMULATIVE—The total number of homes reached by a medium during a specific time period.

READER INTEREST—Expression of interest by readers

in material they have read. Sometimes evaluated by unsolicited mail. Sometimes evaluated by the numbers of people who can remember having read material with interest. Also, an evaluation of the relative level of general interest in different types of products.

READER TRAFFIC—The movement from page to page by readers of a publication.

READERSHIP—The number of persons who read a publication. Sometimes accepted as synonymous with the number of persons who see a publication. **SECONDARY READERSHIP** is the number of persons who see or read a publication but who are not in the original purchase universe; these may be advertisers.

READERSHIP STUDY—1. The study of the characteristics of a publication's audience. 2. A study of the degree of attention and reading given to a publication, or to any section, page, advertisement, or any element within an advertisement found in a publication.

READING NOTICE—A non-illustrated advertisement set in the type style of the newspaper, appearing with editorial matter, and marked by the abbreviation **ADV**.

"REASON WHY" ADVERTISING—Copy featuring product features or advantages. Also called **LONG CIRCUIT APPEAL**.

REBATE—1. Among print media, payment by the medium to an advertiser who earns a lower rate by increasing his space commitments beyond the stipulations in his contract. 2. Among broadcast media, payment by the medium to an advertiser who earns a lower rate by increasing his frequency, volume, or package plan commitments beyond the stipulations of his contract. 3. Among magazines offering a circulation guarantee, payment accorded the advertiser in cases in which the magazine does not fulfill its guarantee over a period of time. 4. Other payments because of failure to fulfill contracts by media—as when an advertisement or commercial is marred in its presentation by mechanical failure of the medium.

REBROADCAST—A repeat broadcast to reach a different audience or a different time zone.

REBUS STYLE—The insertion of miniature illustrations in a running text.

RECALL METHOD—A research technique to determine the extent of a respondent's ability to remember an object or situation. There is **AIDED** and **UNAIDED** recall.

AIDED RECALL is a technique in which the interviewer offers a facsimile or verbal stimulant to the respondent.

UNAIDED RECALL is a technique in which the interviewer offers no clues of any type to the respondent.

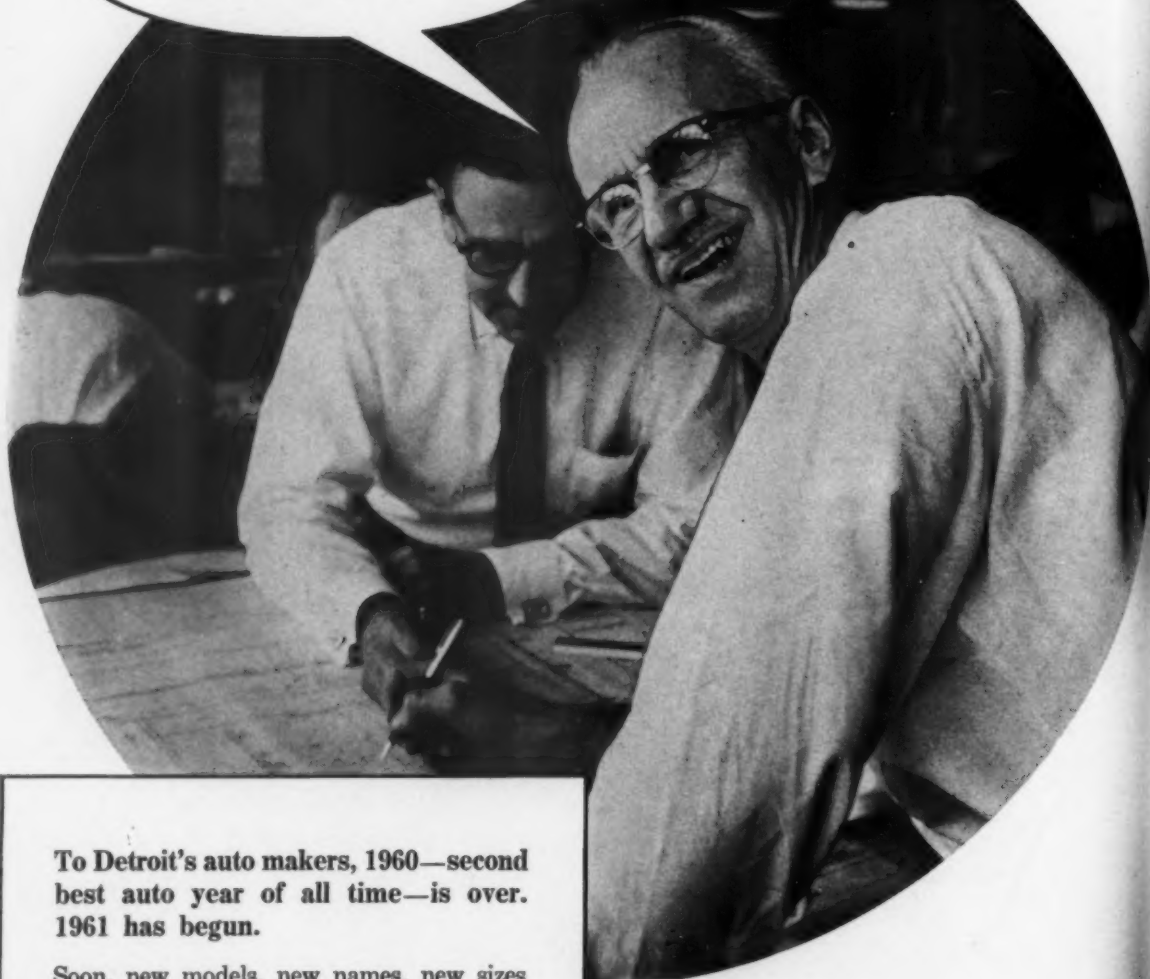
Definitions of additional words beginning with "R" will be given in September.—The Editor.



“I got to sell big ticket, hard goods, remember—not impulse items—and for cash. We need customers with dough—which is why I want a lot more action in the New York News. The News has over 3,000,000 readers in the \$5,000 and up families—more than all the three other New York morning papers. And more than a half-million in over-\$10,000 families, too.”

HOW'S **DETROIT** DOING?

GREAT!



To Detroit's auto makers, 1960—second best auto year of all time—is over. 1961 has begun.

Soon, new models, new names, new sizes will whet car-buying appetites as never before. Another big year for Detroit is shaping up. Big production. Big wages. Big retail store sales volume.

Now's a good time to give your products a forceful year-end sales push in Detroit, with the help of The News. It sells over 100,000 more papers weekdays, and over 200,000 more Sunday than the second paper in the big-volume trading area. That's why The News carries more advertising than both other Detroit newspapers combined.

640,079 Sundays — 480,673 Weekdays
average for 6-month period ending
3/31/60 filed with ABC, subject to audit

The Detroit News

New York Office: Suite 1237, 60 E. 42nd St.
Chicago Office: 435 N. Michigan Ave., Tribune Tower
Pacific Office: 785 Market St., San Francisco
Miami Beach: The Leonard Co., 311 Lincoln Road

Scope on People

EVALUATING point-of-purchase ideas for the Dinner-Redy account in Kenyon & Eckhardt's experimental super market are (from left) Prudence Dorn, K&E's Women's Service director; Stephens Dietz, group vice president in charge of marketing services; Robert Burton, senior vice president, account management. The super market, operated in conjunction with a complete test kitchen, is located in the agency's New York headquarters.



H. J. WOLFLISBERG (left), president of the Nestle Company, receives a transistor radio and congratulations from Arthur H. McCoy, executive vice president (center), and Lou Faust, sales executive, of John Blair & Company. The occasion: the selection of Nescafe's 43-bean radio commercial as one of the top five winners in the recent Blair Survey of Radio Commercials.



MEMENTO: Editor Bob Curran (right) of Fawcett's *Cavalier* magazine presents the original painting of the late Col. Elliott White Springs, which appeared on the cover of March *Cavalier*, to Norman C. Wynroth, advertising manager of Springs Mills. The painting illustrates Col. Springs landing his plane — minus one wheel — in World War I.



GUESTS at Peters, Griffin, Woodward's Tape-O-Rama show are (from left) Al Sessions, Lawrence Gumbinner Advertising; Jo Tatum, Gumbinner; John Wales, WWJ-TV; Edna Cathcart, J. M. Mathes; Russell Woodward, PGW; Vera Brennan, Sullivan, Stauffer, Colwell & Bayles. The show, which featured a continuous presentation of news stories, skits, and showcases of station personalities which had been taped by stations represented by PGW, was designed to display station programming and to acquaint agency time-buyers with PGW videotape facilities.



WALTER F. CROWDER (center) accepts award honoring 15 years of service to the industrial supply industry as editor-publisher of *Industrial Distribution* magazine, a McGraw-Hill publication. Presenting the award are (left) L. D. Montague, president of the Southern Industrial Distributors' Association, and W. H. Campbell, president of the National Industrial Distributors' Association.

What Will Marketing Men Do When Machines Take Over?

Levitt says that decision-making will still be important—but on a higher level.

As automation takes over more functions in marketing, will marketing men finally become obsolete? In a talk before the American Marketing Association this spring, Theodore Levitt, lecturer on business administration at Harvard Graduate Business School, gave his answer.



WHAT WE'VE HEARD is that we're in for a revolution in marketing decision-making—that "science" will no longer be something done by men in white coats handling test-tubes in some distant corporate laboratory. Science is infiltrating marketing. A variety of well-proved techniques, properly integrated and coordinated, will be able, in effect, to study marketing strategy problems down to such fine points that the manager himself may become obsolete in many decision-making areas.

A formidable amount of progress is being made in automating and programing things that just a few years ago we thought could only be done by solitary human judgment. Machines have come very close to actually perceiving and judging.

Feeding of Facts

We all know that in order to make decisions the machine has to be programed and fed facts. But what has been suggested today is that by setting up simulation models for certain management problems, the machine can be geared up to solving systematically problems which formerly had to be left entirely to judgment simply because there was no other way for all the information and strategic considerations to be synthesized.

Several questions arise:

1. Will this make the marketing manager obsolete?

2. If not, what will be his future training needs?

The answer to the first question is "yes," it will make the marketing manager obsolete—that is, the marketing manager who does not recognize and actively work for the implementation of advanced decision-making types and simulation methods into his shop. We have already reached the stage in which the marketing manager who does not employ some systematic market research is obsolete. The marketing manager who doesn't encourage and use this kind of research, but depends simply on his personality, his push, his intuition, his experience, and his fast reach for the luncheon tab—this guy is no longer getting the top jobs as frequently as he once did.

What are the training needs of the future marketing manager?

What it probably means is that future marketing managers will have to be much better trained in research techniques and research ways of thinking. This is so because they will more and more become administrators of complex combinations of operations research teams—telling them what to feed into their programs, mediating among competing researchers with competing research disciplines, and mediating among line and research personnel. The marketing executive who wants to avoid becoming the passive victim of strident research scientists who vigorously claim more and more ability to tell management what's right and what's wrong, will have to be able to talk their language, understand their techniques, coordi-

nate their efforts, and direct their zeal.

We are not talking about research in the sense of providing isolated and discrete pieces of information which management uses to make decisions. We are talking about the creative integration of information and strategic variables into computer-type models which juggle an incredible amount of data simultaneously to arrive at elaborately coordinated proposals for handling the entire mix of things that marketing management is required to do.

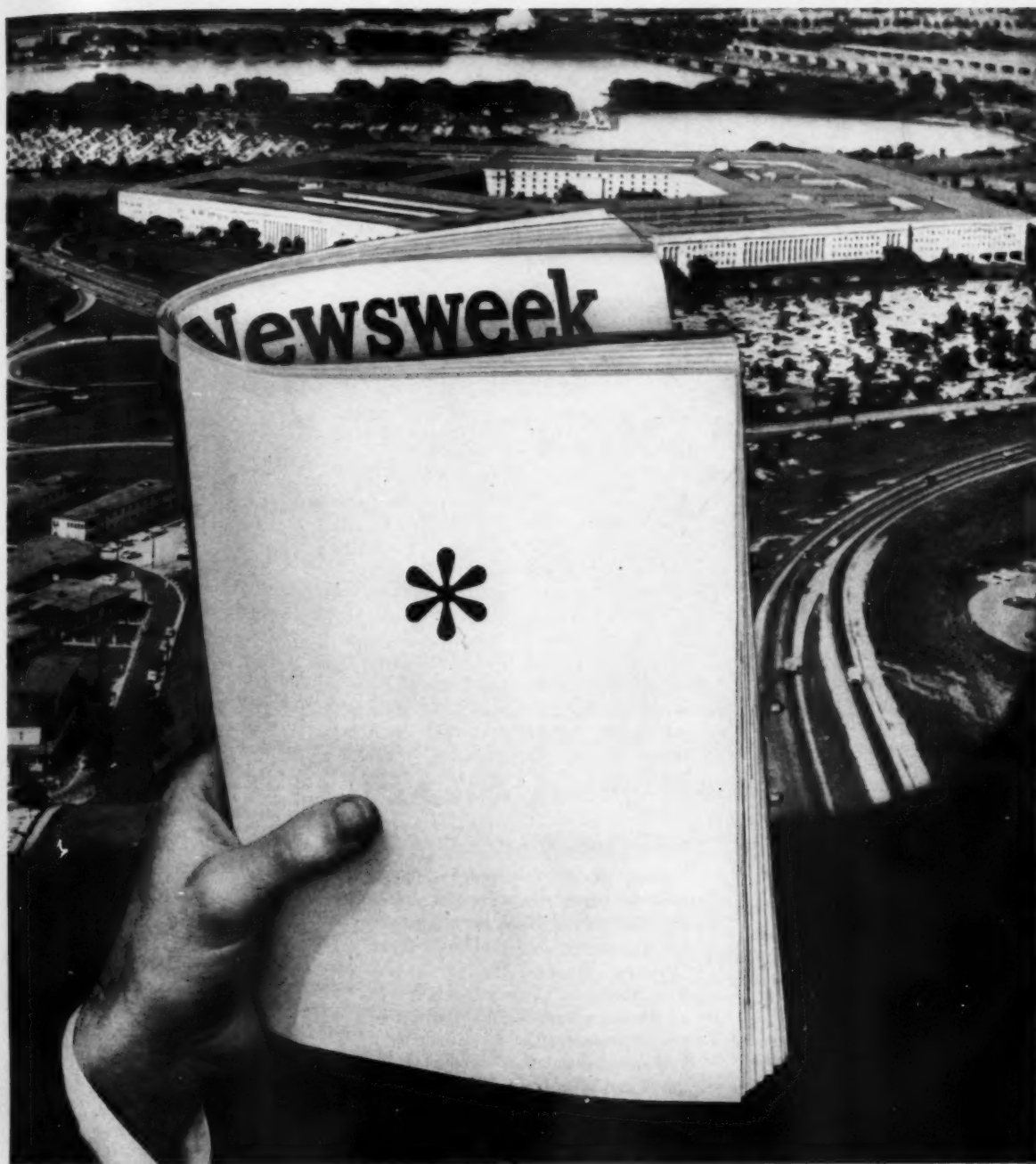
The difference between this concept and what we presently call research is much like the difference between an adding machine and a digital computer, or like the difference between playing tic-tac-toe and playing three dimensional chess. It's a new and complex world, and a lot of executives are going to have to pass through an awful purgatory in adjusting to it.

Now let me return to the question of managerial obsolescence. One thing these new techniques will obviously do is to introduce a lot of systematic and scientific criticism into marketing decision-making. That is, marketing programs will be able more carefully to say whether a certain course of action is more or less desirable, and they will be better able to measure the performance of marketing management.

Role of Management Important

I look forward to strategic aspects of decision-making actually becoming more important than ever. On this level management will continue to exercise a powerful and inescapable deciding influence. With all your competitors using similar decision-making techniques, your job will become increasingly more concerned with anticipating how they will act, how they will expect you to act, and how you will have to manage things in ways that outsmart their expertness.

The new ways of analyzing and studying marketing operations will obsolete only the marketing manager who thinks of his job as a narrow business function. He who views it as encompassing the entire business process will use the new decision tools as part of his arsenal of power, of strength, and of managerial achievement.



*You're sure of more when you show up here

Of the many persons in America's defense establishment, a select group makes the top decisions. To talk to more of these key officials, put your advertising in NEWSWEEK. Interviews with 572 of these influential individuals reveal that, within a two-week period:

*Of the key officials within the National Aeronautics and Space Administration, 49% read NEWSWEEK ... 42% read TIME ... 24% read U. S. NEWS & World Report.

*Of the key officials in the Office of the Secretary of Defense, 72% read NEWSWEEK ... 68% read TIME ... 42% read U. S. NEWS & World Report.

*Of the key officials in the Army, Navy and Air Force Departments, 57% read NEWSWEEK ... 55% read TIME ... 41% read U. S. NEWS & World Report.

Study conducted by Walter Gerson and Associates, Inc., Washington, D. C. — 1960

Why is NEWSWEEK the choice of such a high proportion of these important, decision-making people? Possessing the same broad interests as their counterparts in industry, they prefer NEWSWEEK's complete news coverage. Having the same type of independent minds, they choose NEWSWEEK's fair, unslanted reporting. For the names of those queried, plus all survey facts and figures, ask the NEWSWEEK office nearest you.



*The world-wide
newsworthy
for
communicative people*



What's in a Name

TOOLING & PRODUCTION aware that some buyers consider it a "tool room" magazine, and discount its treatment of production topics (possibly because "Tooling" comes first in its name), devised a clever way to get the space buyers to change their minds.

On three sheets it listed the titles of articles appearing in five metalworking magazines in the same month. Opposite each is a box in which the buyer is invited to mark his guess—judging from the indicated subject matter—as to which magazine the article ran in.

Running vertically along the edge next to the check boxes is a heavy blue tape covering the correct answers. After the buyer has voted, the tape is ripped off, and he sees—if he's anything like a normal buyer—that *Tooling & Production* is no less a "production" magazine than any of the others which are accepted as such.

"Open End" vs. "Aided"

McGraw-Hill has contributed to our fund of research knowledge with the disclosure that although results from open-end questioning ("What magazines do you read regularly?") do not correlate with results from illustrated check list ("Have you read or looked through an issue of this publication in the last twelve months?"), there is definite correlation with returns from those respondents who checked three out of four or more issues.

This suggests that many of the votes for publications which score better on "illustrated check list" than with "write in" are from casual readers who need the stimulation of the magazine cover in order to recall it.

"Regularly," Again

The first reasonable argument I've heard justifying the use of the word *regularly* in media preference study questionnaires was provided by the representative whose publication has a relatively low percentage of subs sold at reduced rate or for less than a year. He pointed out that people who say they read a magazine regularly are more valuable to the consistent advertiser than the reader who comes on and goes off a subscription list so fast that he never does get a chance to read the magazine "regularly."

Selling with Service

Many people involved in buying business paper space are grateful to Bob Hartford of *Machine Design* who has distributed copies of the booklet "Practical Business Use of Government Statistics." This is invaluable as a sort of road map telling how to find your way among the many sources of business information supported by the Federal Government.

Coup de Grace

This one does in media preference studies for good.

The magazine *Playboy* gets Starched, including the editorial. The "editorial" each month includes a gatefold insert which (gulp) is occupied, startlingly, by the kind of young lady who if you want to see somebody pretty nude she's the kind of young lady.

A recent Starch Report scores the "Playmate of the Month" as getting a Noted of only 89 per cent.

I'll never again concede a Starch

score of being any more accurate than plus or minus 11 per cent.

Bribery That Pays

That was a bright stunt of *Factory's*—sending out scaled-down versions of its promotion advertisements, and having ad-men vote on their relative merits. Prizes were for promptness only, but I suspect the voting will be matched with the Starch scores.

Appealing to me as an *expert* got me to read every word of the six ads.

Let's Burn "Book"

I agree with David Ogilvy whose memo to his agency is as follows:

"Some of you still refer to magazines as 'books' in your memos, plans, and letters to clients.

"This is sloppy slang. I abhor it, and so does the head of our media department.

"In future, please refer to magazines as magazines. A book is a book, not a magazine."

Where Do Salesmen Go?

Client cancelled advertising.

Agency, desperate, got inspiration.

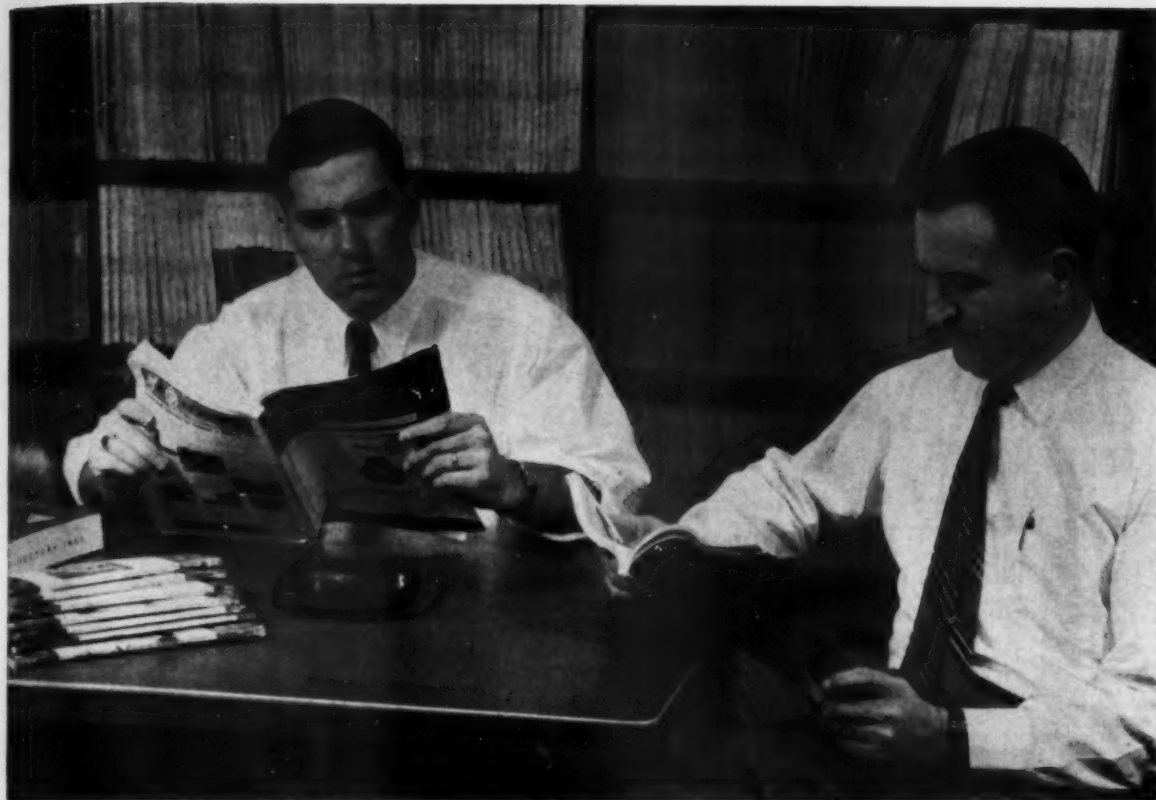
Asked client to ask salesman: "What resistances do you run up against when calling on prospects?"

Hoped some resistance would come up that advertising could combat.

Surprising intelligence came back from salesman: "We don't call on prospects; too busy calling on customers."

With customers buying less, prospects converted into customers only way to recover lost volume.

Advertising reinstated.



Mr. Donald G. Mackey (left) and Mr. Robert J. Bowes, Jr., of Sylvania's Picture Tube Operations, in the library at Seneca Falls, N. Y.

PROCEEDINGS *really takes a beating . . .* FROM ITS READERS!

If you've been in many company libraries, we're sure you've seen "dog-eared" copies of *Proceedings*. It's not a case of poor paper and printing—we use the best quality—it's just an example of pass-along readership taken to extremes!

Of course, 57,334 (ABC) professionally qualified men receive individual copies of *Proceedings* at home each month, as well as 13,976 students in engineering colleges. What's the reason for this important following?

Proceedings of the IRE enlisted the aid of the John Fosdick Organization to take a survey of its many readers to find out what they thought. Here are some of their reactions. "We use *Proceedings* as a reference. It's really a text. Has the largest amount in proportion of text, the highest quality text, and the largest amount of informational advertising of any book in the industry." And, of special interest to advertisers, one chief engineer said, "I've saved half-a-million dollars by buying from ads in *Proceedings*, and I've bought

a quarter of a million dollars worth of equipment from the ads."

Fact is, 100% of those interviewed said they have some purchasing responsibility! And, as a further indication of the effectiveness of using *Proceedings* to reach buying factors of electronic equipment, components and supplies, these readers expressed a 2 to 1 preference for *Proceedings* when compared with mentions of all the electronic books. (Survey available upon request—ask for it!)

Are you now reaching this important, select audience for your product? You can, you know, reach them 12 times a year in *Proceedings* for just \$8,640. (1960 rates). A similar schedule in a semi-monthly would cost \$29,087.50 . . . and in a weekly, \$46,280! Call or write today for all the facts. Find out what selling power *Proceedings* really has! Reach 61,957 (net paid circulation) top-level radio-electronics men each and every month throughout the year!

For a share
in the present, and
a stake in the future,
make your product

NEWS in



Proceedings of the IRE The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MURRAY HILL 2-6606
BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES



That % Mark

It's high time that buyers of advertising took a long look at this eel-like character.



By Lionel M. Kaufman

CARATS IN
FORT KNOX?

No...COUNT OF
BUSINESS EXECS
AMONG ELKS
READERS!



ELKS has the highest percentage of business owners and officials of all men's magazines in the latest Starch Report—33.8%. Only 1 magazine of all 54 surveyed tops ELKS in this category.

Top occupational status accounts for ELKS high median income of \$7176... and explains why ELKS leads more ownership classifications than any other men's magazine. This unmatched audience of businessmen is reached best by advertising in The ELKS Magazine. Contact your local ELKS representative for details, or write for our booklet—"The ELKS Market."

THE **ELKS** MAGAZINE

New York, 384 Fourth Ave.
Chicago, 340 N. Michigan Ave.
Los Angeles, 1709 W. 6th St.

On the old type-setter's table, the biggest compartment was for the lower-case "e," most widely-used letter in the alphabet.

I'm sure that in today's advertising composition, there's a suddenly-increased demand for the number "9"—for everything from 99¢ hose to \$49,999.99 homes.

But, when we come to the printed messages of those who would sell us space or time, everything else is moving over to make room for the one character that's formed not out of lead, but out of rubber: the "%."

That precious, convenient, fact-and-face-saving "%"—made to order for anyone who wants to use it. That "%" is not just cut to fit the figure; "%" cuts the figure to fit the medium.

"%", for example, has developed the delightful talent of going up faster than it goes down. In this year of rising advertising volume, media can confidently point to a 25% gain, knowing that if they drop that extra volume next year, it will be only a 20% loss. The promotion director can pocket that extra 5%, and no one will find any incriminating dollars on him.

"%" is the friend of the small business man. The also-ran is the odds-on favorite to score the biggest percentage gain in any media group. The same number of pages or dollars

that are lucky to eke out a 4%-5% gain for the leader in the field will run up anywhere from 25% to infinity for the Johnny-come-lately.

Real Hand-Springy

"%" gets real hand-springy, when it's based on another percentage. Two percentages left alone together have to be watched more carefully than two rabbits: For example: In a test of 100 persons, Book "A" was received by 75, and read by 65. Was Book A's readership 65%, or was it, as the book itself claimed, 86.6%?

Of course, it was 65% of the test audience, and 86.6% of the 75% receiving Book A. Trouble is we don't all read the fine print—and some of us don't even print it. I bring this up because I have on my desk at the moment, a survey by a business paper publisher, which conveniently left out that clarification.

Percentages, in short, are the "falsies" of media promotion. They help supply the proper curves in the proper places. And the ones who use them will keep falling back on the old argument that the guys they're dressing up for enjoy being fooled.

What can the buyer of advertising do about it? Just make sure that all percentages use a special entrance to your office—the door that passes through your own Research Department first.

An Open Letter to Scotty Sawyer—

First, Scotty, we want to wish you the very best of success on your new job at Marsteller, Rickard, Gebhardt & Reed. Our relations with both the Marsteller and Chirurg agencies have always been of the best, and we have the highest respect for their contributions to industrial advertising.

Next, we'd like to point out, in answer to your column on page 96 of the July issue of Media/scope, that TRAFFIC WORLD'S special issue dates are listed on our rate card, in our listing in Class. 148 of Business Publications Rates & Data, and on a special calendar we mail to agencies at about this time each year.

The 1961 special issue dates are:

Perfect Shipping Issue—March 25, 1961

Terminal Operations & Warehousing
Number—June 24, 1961

Ports and Harbors Number—September 9, 1961

Freight Vehicles Number—December 9, 1961

Third, while we don't want to argue the pro's and con's of what you term "lousy" business paper promotion, our TRAFFIC WORLD promotion has attempted to help advertisers by defining our market and by making available the results of extensive field research into our readers' responsibilities, their information needs, what they want to see in ads and what they get out of ads. We think that this material can be quite useful in interpreting for your clients the influence of the transportation management group in purchases of transportation, transportation equipment, materials handling equipment and packaging.

As a matter of fact, a definition of our market and of our editorial function in serving it can be found: in our ads on pages 101, 124 and 126 of the July issue of Media/scope containing your column; in our ad on page 92 of the July 11 issue of Advertising Age, the issue carrying the story of your move to Marsteller; in ads in the July and August issues of Industrial Marketing; and in ads in the current Business Publications Rates & Data—a single column in Class. 20 and a great big, fat and meaty five-column tell-all in Class. 148. If you can get through all that material, you'll have at least part of the TRAFFIC WORLD story.

And don't worry . . . we'll be sending you more!

Sincerely,

Charles B. Clark/je

Chas. B. Clark

Vice President and
Advertising Director

TRAFFIC WORLD/The weekly newsmagazine
of transportation management

Scotty
this
is the
ad
→

Traffic World

is
the weekly
newsmagazine
of
transportation
management*
in every industry
and in every mode
of transportation

*
the men who set transportation policies in their own organizations and collectively form the national transportation policy—industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad
in SRDS Class. 148

→ These Traffic Manager's INTERVIEWS are available without charge to anyone who sells or advertises to the transportation industry. C.B.C.

WGAL-TV

on target!

Lancaster

Harrisburg

York

is

**one
TV
market**

when

you use

Channel 8

**MULTI-CITY
TV MARKET**

STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Representative: **MEEKER**

120

VIEWS ON BROADCAST

Troublesome Requests

By Isabel Ziegler



IT SEEMS THAT EVERY client at sometime or another feels the need to know what his competition is doing nationally and locally in all media and how much it costs. On the surface, this seems like a reasonable-type request, and one that should not be too difficult to comply with. Unfortunately, it is not so simple.

First, it is rare that any information is published or supplied concerning costs. This means that when the information is compiled, the cost must be estimated. Accuracy is another problem, since rates are subject to combinations, frequency, length of contract, and individual negotiations. Do you adjust and "guesstimate" the approximate rate, or do you use the open rate for all activity? If you decide on the latter, should you not go a big additional step and re-estimate your own client's activities on the open rate so that the information is comparative?

Data From All Media

Once this situation is solved, it rarely happens that information can be gathered for all media covering the same period of time. Newspaper information is available for one period and broadcast for a completely different period. Again, judgment must be applied, and in some cases a fair decision requires more work for the same overworked group of persons — estimators, clerks, assistants, statisticians, buyers. This additional step usually means surveying a longer period to get a better picture of what the competition is doing.

This last additional step is particularly necessary of late because of the tendency for more clients to advertise in waves or flights. It often happens that once a report is submitted, the client, who really needs to be told very little about his competition, alleges the entire report is inaccurate because a campaign he knew about was not reported. This could

very likely have happened, since the campaign might not have occurred during the period under scrutiny.

Another precaution which must be taken is the odd market or odd situation. When the information comes in you must decide whether the report is inaccurate, or whether this particular variance represents a test market. More investigation is called for in order to make the right decision.

Multi-brand Operations

Investigating competition has become even more involved in recent years because of multi-brand operations and products which come in different forms. Unfortunately, little help can be found in this area. Generally, records are not kept in such detail. We just cannot supply this type of information in most cases, because it is not available.

The picture remains glum—generally all the information available covers a period long since past. If current information is requested, more investigation is necessary. This usually involves telephone calls or letters to the media involved.

Another problem has recently been added to our already overloaded burden. Some stations and organizations have collectively agreed to turn down any requests from any source regarding competitive information!

We need help from published sources who charge for their services. But, it would seem that these paid sources are not completely the answer. We need help from the media. Their records should be available to the sources or everyone, and should be more comprehensive. We need help from the client, who should sometimes be more understanding of all the problems involved. In some cases he can be one of the key means of information through his salesmen or field men, and he should be less critical and more helpful in supplying some of these very elusive data.

Media/scope, August 1980

CHUN was excluded from the Post, spar... ever had. S... try. Our s... only troub... die out fa... with dema... (Congratu... idea: "Fre... any kind... Chun King

FOOD Chun King pact and in... ning Post... It again pr... motion aid... medium ca... point of sa... (Thank you... right out of

READERS

Media/scope, A

五

"A-No. 1"

(The only word for Chun King's smashing promotion in the Post)

CHUN KING SAYS: "Our ad, which was exclusive in The Saturday Evening Post, sparked the biggest promotion we ever had. Sales were up all over the country. Our sales organization loved it. The only trouble was in getting the merchandise out fast enough. We couldn't keep up with demand." Jeno Paulucci, President. (Congratulations, Mr. P., on a challenging idea: "Free! Any frozen tray dinner . . . any kind . . . any brand . . . if you buy Chun King, too!")

FOOD FAIR SAYS: "Thanks to Chun King's acceptance and the local impact and influence of The Saturday Evening Post, this promotion was a success. It again proves that a well-conceived promotion aided by a powerful advertising medium can spur product movement at point of sale." Arthur Rosenberg, V.P. (Thank you, Mr. R., you took the words right out of our mouth!)

BROKER SAYS: "The reaction to this spread in the Post was excellent. During the time period relative to the spread, sales of frozen dinners increased almost 200%." Mr. Saar of Schierliolz, Chicago broker. (That's a nice increase, Mr. S., from one ad in one magazine.)

SAFeway SAYS: "I was very happy with the Chun King ad in the Post. This ad introduced Chun King to a lot of new people, and we got many repeat sales from it. This was the most successful promotion

A CURTIS MAGAZINE



of Chinese food we have ever had; we are setting up another one." Harry Evans, buyer. (Those Post-Influentials, Mr. E., not only buy and try, they help sell the others.)

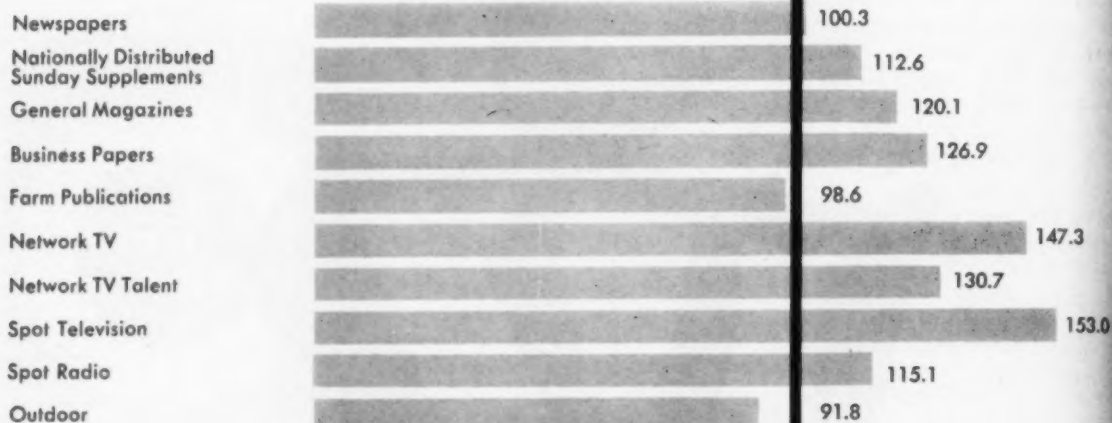
WE SAY: What do you expect *but* instant success? The Post does the best job by far in its field at getting your ad page seen by big-eating, larger families . . . by \$4,000-and-higher households that spend two-thirds of all package-goods dollars. The Post gives your message the best chance to stick, too, with hi-frequency exposure to your ad page. What's more, magazine sales in supermarkets show food shoppers' preference for the Post. (In supermarkets everywhere, the Post is the fastest-selling magazine in its field.) If you sell a food-store product . . . the Post is your A-No. 1 buy!*

*Ask Chun King.

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST...THE HI-FREQUENCY WEEKLY!

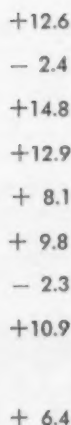
Record of National Advertising Expenditures

First Quarter 1960



first quarter	\$ Volume 1960	\$ Volume 1959
Newspapers	\$156,956,000	\$139,331,000*
Nationally Distributed Sunday Supplements	20,804,000	23,752,000
General Magazines	184,581,000	160,713,000
Business Papers	133,164,000	117,949,000*
Farm Publications	15,576,000	14,411,000
Network TV	171,843,000	156,520,000
Network TV Talent	106,715,000	109,264,000
Spot Television	167,981,000	151,414,000*
Spot Radio	40,008,000	39,990,000
Outdoor	23,700,000	22,266,000*

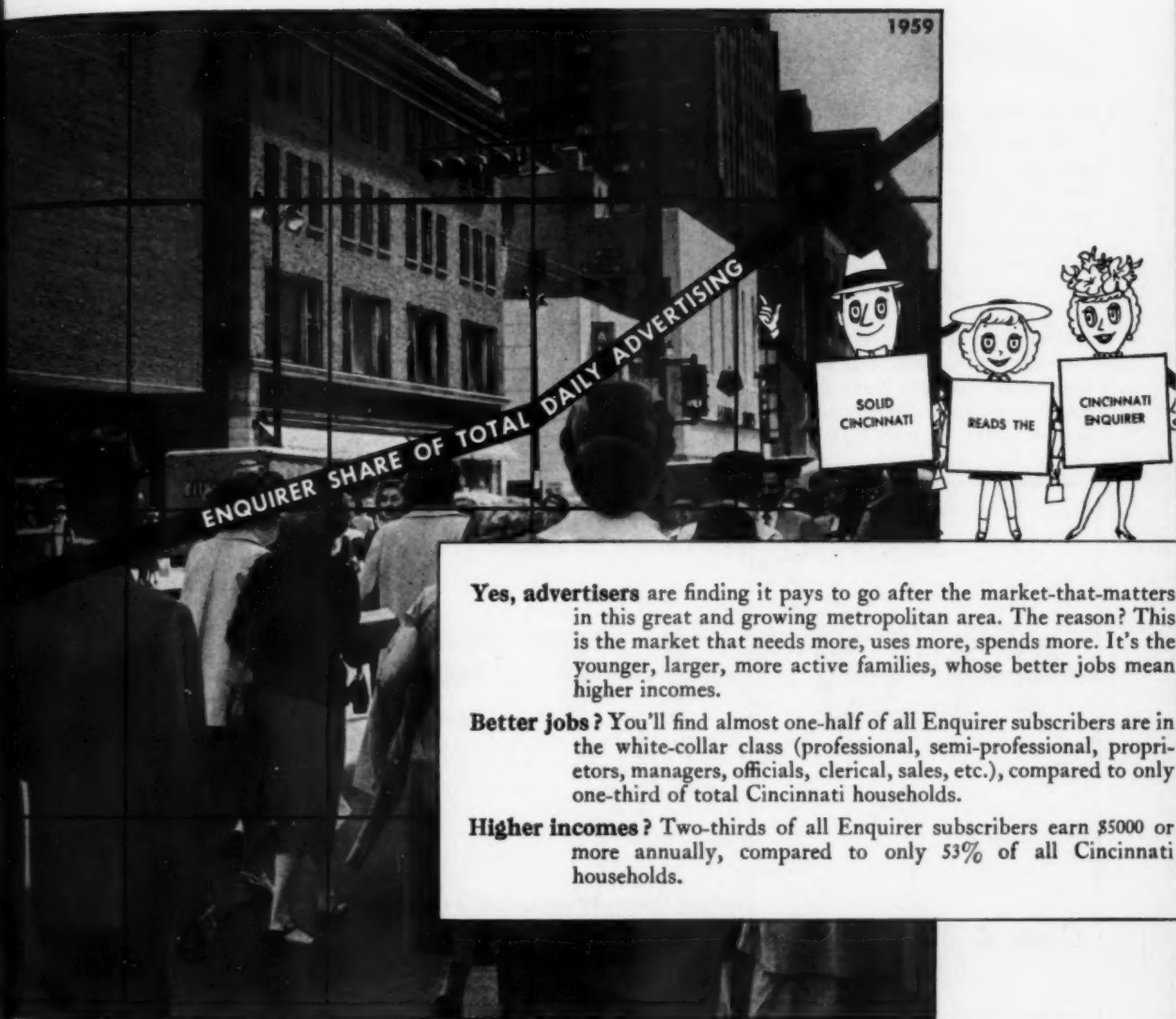
* = Revised since First Quarter 1959 Index



Prepared exclusively by MEDIA/SCOPE by J. K. Lasser & Co. Newspapers: Media Records, Inc. Supplements: Publishers Information Bureau. General Magazines: Publishers Information Bureau. Business Papers: J. K. Lasser & Co. Farm Publications: Farm Publication Reports, Inc. Network Television: BAR reports from Television Bureau of Advertising. Spot Television: Television Bureau of Advertising. Spot Radio: Station Representatives Assn. Outdoor: Outdoor Advertising Inc. Network TV talent and production: MEDIA/SCOPE.

Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.

It pays to go after the market-that-matters in Solid Cincinnati



Yes, advertisers are finding it pays to go after the market-that-matters in this great and growing metropolitan area. The reason? This is the market that needs more, uses more, spends more. It's the younger, larger, more active families, whose better jobs mean higher incomes.

Better jobs? You'll find almost one-half of all Enquirer subscribers are in the white-collar class (professional, semi-professional, proprietors, managers, officials, clerical, sales, etc.), compared to only one-third of total Cincinnati households.

Higher incomes? Two-thirds of all Enquirer subscribers earn \$5000 or more annually, compared to only 53% of all Cincinnati households.

This solid *market-that-matters* makes a solid dollars-and-cents difference in advertising effectiveness, as more and more advertisers are finding out. And nothing reaches and influences this market like the

Cincinnati Enquirer. You'll learn more about Solid Cincinnati from the latest Top Ten Brands survey. Write, wire or phone The Enquirer's Research Department for your copy.

Represented by Moloney, Regan & Schmitt, Inc.

TOP 100

The Television Bureau of Advertising reports that 1959's top 100 advertisers spent more money in TV than in all other measured media combined. Ninety-seven used TV, and two of the three hold-outs were liquor firms. TvB analysis shows that 68 considered TV their basic medium, and 48 placed more than half of their advertising budgets in TV. Total 1959 advertising expenditures of these 100 came to \$1.68 billion. This is a 11.4 per cent increase over the 1958 figure. TV accounted for 60 per cent of the rise.

NEWS FROM THE NEWSSTANDS

Playboy will cost readers 60 cents per copy in September, a dime more than the old newsstand price. Single copy sales account for 80 per cent of the magazine's circulation. *Playboy* has tested the new price since January; says sales differential "has been negligible."

Meanwhile, *The American Home* estimates a 40 per cent gain in newsstand sales over last year's June issue. This adds up to "newsstand gains in seven of the last eight months."



Guns & Shooting... Exclusively!

Over 100 pages monthly, devoted solely to the interests of more than 360,000 active shooters and hunters.

Sample copy on request.

**The AMERICAN
RIFLEMAN**



SCOTT CIRCLE WASH. 6 D.C.

VIDEODEX NATIONAL RATING ANALYSIS

June 1-June 7 — Top Five Programs Daily*

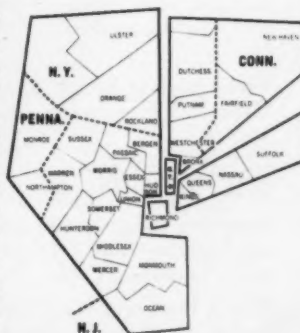
Show	Rating	Network	Sponsor
SUNDAY			
1. Ed Sullivan.....	25.5%	CBS	Colgate-Palmolive
2. Alfred Hitchcock.....	24.0	CBS	Bristol-Myers
3. G. E. Theatre.....	23.4	CBS	General Electric
4. Loretta Young.....	22.6	NBC	Toni
5. Dennis The Menace.....	20.1	CBS	Kellogg
MONDAY			
1. Danny Thomas.....	27.0%	CBS	General Foods
2. Father Knows Best.....	26.2	CBS	Lever Brothers
3. Ann Sothorn.....	22.0	CBS	General Foods
4. The Texan.....	20.7	CBS	Brown & Williamson
5. Cheyenne.....	19.0	ABC	American Chicle, Armour, Procter & Gamble, Ralston, Purina, Harold Ritchie Co.
TUESDAY			
1. Red Skelton.....	27.7%	CBS	Pet Milk
2. Garry Moore.....	26.1	CBS	Kellogg, Polaroid
3. The Rifleman.....	24.9	ABC	Procter & Gamble
4. Wyatt Earp.....	23.4	ABC	Procter & Gamble
5. Tightrope.....	21.4	CBS	J. B. Williams
WEDNESDAY			
1. Wagon Train.....	29.6%	NBC	Nabisco, R. J. Reynolds
2. Price Is Right.....	25.9	NBC	Lever Brothers
3. Perry Como.....	22.9	NBC	Kraft Foods
4. U. S. Steel Hour.....	20.7	CBS	U. S. Steel
5. Hawaiian Eye.....	19.6	ABC	American Home Products, American Chicle, Carter Products
THURSDAY			
1. The Untouchables.....	28.8%	ABC	Armour, Harold Ritchie Co., Seven-Up, Colgate-Palmolive, DuPont, Carnation
2. Real McCoys.....	26.0	ABC	Procter & Gamble
3. Zane Grey Theatre.....	21.6	CBS	General Foods
4. Sid Caesar.....	20.4	CBS	Schick
5. Bat Masterson.....	19.2	NBC	Kraft-Sealtest
FRIDAY			
1. 77 Sunset Strip.....	27.5%	ABC	American Chicle, Whitehall
2. Twilight Zone.....	23.4	CBS	Kimberly-Clark
3. The Detectives.....	21.6	ABC	Procter & Gamble
4. Walt Disney Presents.....	20.7	ABC	Canada Dry, Derby Foods
5. Man From Blackhawk.....	19.5	ABC	R. J. Reynolds
SATURDAY			
1. Gunsmoke.....	31.3%	CBS	Remington Rand
2. Have Gun, Will Travel.....	27.3	CBS	Whitehall
3. Perry Mason.....	25.0	CBS	Parliament, Sterling Drug, Gulf Oil, Hamm Brewing
4. Wanted Dead or Alive.....	22.4	CBS	Brown & Williamson
5. Lawrence Welk.....	21.9	ABC	Dodge

*—Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.



WHETHER

YOU WEATHER THE STORM IN AMERICA'S LARGEST AND MOST COMPETITIVE MARKET DEPENDS TO A LARGE EXTENT ON HOW WELL YOU'RE COVERED. AND WHETHER YOU COUNT COVERAGE BY NOSES OR COUNTIES, IF YOU'RE COUNTING ON COMPLETE COVERAGE IN THE NEW YORK AREA YOU NEED WPAT... METROPOLITAN NEW YORK'S REIGNING GOOD MUSIC STATION. WPAT AND WPAT-FM, NOW BROADCASTING FROM OUR NEW FM TRANSMITTER SITE ATOP THE CHRYSLER TOWER, GIVES YOUR PRODUCT COMBINED COVERAGE OF 31 COUNTIES IN NEW YORK, NEW JERSEY, PENNSYLVANIA AND CONNECTICUT... AN AREA WHERE MORE THAN 17,000,000 PEOPLE LIVE, WORK AND BUY IN MORE THAN 5,000,000 RADIO HOMES. THEY DON'T ALL LISTEN TO WPAT BUT MORE OF THEM DO THAN YOUR COMMERCIAL MESSAGE CAN AFFORD TO MISS. WE'RE MEDIA MEN, NOT METEOROLOGISTS BUT WE'LL HAZARD A FORECAST: YOUR SALES OUTLOOK WILL BRIGHTEN THE MOMENT YOU BEGIN ADVERTISING ON



RADIO STATION WPAT

AUG.

26-27: Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner, Oklahoma.

SEPT.

- 2-4: West Virginia Broadcasters Assn., The Greenbrier, White Sulphur Springs, W. Va.
8-9: National Business Publications, Hotel Roosevelt, N. Y.
16-19: Mail Advertising Service Assn., Sheraton Cadillac Hotel, Detroit.
21-23: Life Advertisers Assn., Essex House, N. Y.
22-24: Advertising Federation of America, Little Rock, Ark.
28: Assn. of National Advertisers, Management Workshop, Ambassador Hotel, Chicago.

OCT.

- 4-5: Advertising Research Foundation, Hotel Commodore, N. Y.
9-13: Direct Mail Advertising Assn., Americana Hotel, Bal Harbour, Florida.
10-11: National Business Publications, Ambassador East Hotel, Chicago.
12-15: Affiliated Advertising Agencies Network, Mountain Shadows Resort, Phoenix.
13-14: American Assn. of Advertising Agencies, Ambassador West Hotel, Chicago.
13-14: National Assn. of Broadcasters, The Biltmore, Atlanta, Ga.
16-17: Texas Assn. of Broadcasters, Sheraton-Dallas Hotel, Dallas.
16-18: Inland Daily Press Assn., Drake Hotel, Chicago.
16-19: American Assn. of Advertising Agencies, Hotel del Coronado, Coronado, Calif.
17-18: Boston Conference on Distribution, Hotel Statler Hilton, Boston.
17-18: Agricultural Publishers Assn., Advertising Club of New York.
19-21: Audit Bureau of Circulations, Biltmore Hotel, New York.

TRENDS IN NATIONAL NEWSPAPER ADVERTISING

JUNE and FIRST SIX MONTHS 1960 vs 1959

	JUNE 1960 vs 1959		FIRST SIX MONTHS 1960 vs 1959	
	% Gain or Loss	% of Total	% Gain or Loss	% of Total
GENERAL				
Alcoholic Beverages	+9.7	10.2	+3.2	8.3
Foods	*	13.5	*	14.2
Baby Foods	*	0.3	*	0.3
Baking Products	*	1.6	*	1.7
Beverages	*	3.0	*	2.3
Cereals and Breakfast Foods	-7.9	0.5	-20.2	0.4
Condiments	-6.3	1.1	+4.8	1.1
Dairy Products	-0.9	2.1	-15.3	1.9
Frozen Foods	*	1.0	*	1.2
Meats and Fish	*	1.2	*	1.1
Industrial	+1.7	2.6	-17.7	2.3
Insurance	-18.9	1.2	+2.8	1.8
Medical	-10.1	1.6	-3.9	2.3
Public Utilities	-3.2	2.5	+2.9	2.3
Publishing and Media	*	7.1	*	8.3
Radio, TV and Phonographs	*	0.4	*	1.0
Sporting Goods, Cam. and Photo Suppl.	+50.1	2.0	+38.1	1.2
Tobacco	-28.2	3.7	-35.9	3.4
Toilet Requisites	-12.4	3.2	+19.3	3.2
Dentifrices	+1.6	0.3	+8.1	0.3
Men's Toiletries	*	0.8	*	0.8
Perfumes and Cosmetics	*	1.4	*	1.2
Toilet Soaps	-21.9	0.3	-42.9	0.2
Transportation	-12.8	8.8	+1.9	10.6
Airways	-18.1	5.2	-1.2	6.9
Bus Lines	+36.6	0.8	+59.7	0.6
Railroads	-31.1	0.9	-11.8	1.0
Steamships	+6.8	0.9	+4.5	1.0
Tours	+2.7	0.7	+19.7	0.9
Wearing Apparel	-2.6	0.6	+11.1	1.1
TOTAL GENERAL	-3.7	72.7	-3.0	75.2
AUTOMOTIVE				
Gasolines and Oils	+2.2	4.2	-14.0	2.4
Passenger Cars—New	+7.0	13.0	+18.2	13.0
Tires and Tubes	-1.0	2.1	+13.9	1.4
Trucks and Tractors	-30.1	0.3	-33.2	0.3
TOTAL AUTOMOTIVE	+11.6	27.3	+12.9	24.8
TOTAL GENERAL AND AUTOMOTIVE	+0.0	100.0	+0.5	100.0

* New or adjusted Classifications in 1960, no direct 1959 comparisons available.

Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.

Interview: Elizabeth Black

Director of Broadcast Media for Cohen & Aleshire Advertising Agency, New York, explains why she selects WLW Radio and TV Stations for 4-WAY Cold Tablets.



"The 6 Crosley Stations provide extensive coverage in important markets thru 9 states."



"This tremendous audience reach makes WLW Radio and WLW TV Stations one of the best buys on the media map!"



"Yes, for coverage—it's hard to beat the 6½ million home area of WLW Radio and TV land."



Call your WLW Stations' Representative . . . you'll be glad you did! The dynamic WLW stations . . .



Crosley Broadcasting Corporation, a division of **Arco**

KvIL music is first in Dallas' silk stocking row!

Represented
nationally
by the
Headley-Reed Co.



Media/trends

NEW POSSIBILITIES for commercial TV research are seen in development of Key TV. System was designed by TelePrompTer Corp. to give a potential viewer of a pay TV show a preview to help him decide whether it's worth paying for.

It already shows percentage of viewers tuned in during any given instant of a program. But it is said the system could be adapted to test audience response to commercials or programs of our present commercial TV output.

* * *

Another possibility for researchers delving into audiences of TV spot announcements is pointed out by Home Testing Institute. The firm's TV Q ratings, says its newsletter, "Must Reading," can help measure number of viewers who watch the show preceding a spot and who also stay tuned to the same channel for the following program. This turnover, or lack of it, of viewers within the home, can be indicated by number of TV Q respondents who list two consecutive programs as "favorites."

* * *

Although some advertisers continue to swear by inserts, others have started swearing at them. The dissidents claim that they "break" the continuity of editorial and other advertisements because of the heavy stock that is customarily used in printing them. *House & Home*, Time, Inc.'s housing industry magazine, is now using a penalty charge in hopes that it can curb the use of heavy-stock inserts. Penalty is \$250 for the first leaf, and \$100 for each additional page on inserts up to four pages in excess of 80 lb. coated, or 70 lb. uncoated offset stock.

* * *

Like any other item fighting for shelf space and sales in the super market, magazines do best when displayed prominently. But a surprising 24.6 per cent of those who noticed magazine displays bought at least one copy, in a recent test of super magazine outlets. Western Reserve conducted the study for the Council for Periodical Distributors Association.

THE MASS APPEAL THAT APPETIZES . . .

that's the simplest explanation of the success of America's top volume restaurants . . . the modern organizers of mass feeding with mass pleasing.

Media-wise . . .

It's a terrific impetus market and you can grow with it. It takes smart advertising and it takes pages in **RESTAURANT MANAGEMENT**, the medium of strongest influence on top volume operators.



RESTAURANT MANAGEMENT

ITS 60,000 CONTROLLED CIRCULATION GIVES YOU SATURATION
OF COMMERCIAL RESTAURANTS GROSSING OVER \$50,000 YEARLY

BPA

Ahrens Publishing Company, Inc.

230 Park Ave., New York 17, N. Y. 201 N. Wells St., Chicago 6, Ill.
633 So. Westmoreland Ave., Los Angeles 5, Calif. 900 3rd St., San Francisco 4, Calif.
583 Eight-O-Five Peachtree Bldg., Atlanta 5, Ga.

"This new
National
Yellow Pages
Service
will sell our
best prospects
...make
our national
advertising work
harder locally."

TELL ME MORE!



Acct. Exec.: More? Well, it's an all-new service! Cuts the red tape out of buying Yellow Pages advertising.

Adv. Mgr.: How?

Acct. Exec.: Now we can buy *any* combination of over 4,000 Yellow Pages directories all over the country to match our markets — with just *one* contract.

Adv. Mgr.: But we have individual problems in our various markets!

Acct. Exec.: That's another Yellow Pages plus. We can vary our space sizes, and vary our message to meet the competitive needs of our various markets.

Adv. Mgr.: What was that about reaching our best prospects?

Acct. Exec.: The Yellow Pages does just that. People turn to it when they're ready

to buy. That's what the Yellow Pages rep called them — our "Ready-to-Buys!"

Adv. Mgr.: And we can really sell them in the Yellow Pages?

Acct. Exec.: Right! New NYPS lets us put *selling* ads in local Yellow Pages directories ... ads that tie in and work hard with our national campaign.

Adv. Mgr.: Sounds good. Why not draw up a proposal on NYPS for us?

Acct. Exec.: I just "happen" to have it right here with me!

NEW

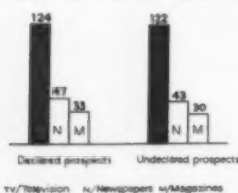


ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

NBC TV's fifth annual survey of auto dealers and prospects produced data on impact of the compact, on which media most influence car buying, and identification of new car prospects. Results of "Prospectivity" indicate that prospects devote more time to TV than to newspapers and

THE CAR-BUYING PUBLIC SPENDS MORE TIME WITH TV

Shoppers: Minutes spent on average day



magazines combined. Among all prospects, TV makes the strongest impression. Among "undeclared prospects," however, (the 76 per cent of showroom shoppers uncommitted to "definitely buy," but who account for 51 per cent of car sales) 52 per cent named TV as standing out most strongly. When asked what medium most effectively sells the idea of new compacts, 64 per cent of the dealers named TV, 41 per cent said newspapers, and 24 per cent named magazines.

Newsweek. PIB data on magazine expenditures by distillers and brewers show 1959 appropriations of \$39,501,643, a 20 per cent gain over 1958. Report analyzes liquor advertising trends, showing expenditures for 1957, '58, and '59 by brand in more than 20 magazines. Among whiskeys, bourbon led in total magazine volume. Malt beverages accounted for \$8.3 million—61 per cent above 1958 advertising investments.

Consolidated Consumer Analysis Newspapers. In the 21 markets covered by the 1960 "Analysis," home ownership has reached 75 per cent, auto ownership 90 per cent, and TV ownership 96 per cent. Greatest gains in product use were registered by in-

stant coffees, hair sprays, automatic washers and dryers, and electric ranges. The 126-page "analysis" covers brand use by 5 million families of 100 products or services. For each category in each market, this 15th annual edition shows first-place brand, three-years' trend of product use, relative position of brands, their percentage of use, and median percentage of use for all markets since 1958.

Aircraft and Missiles. To the question, "Where do you go for information?" 96 per cent of subscribing aircraft and missile engineers replying listed trade magazines. Some 71 per cent listed, conversation with others, and 48 per cent named engineering associations. The 68 per cent between 30 and 44 earn median incomes between \$9,000 and \$12,000. Thirty-eight per cent work on airframes, 37 per cent on propulsion, the majority in design, development, or production. Other data cover length of employment, job shifts, career goals, and demographic characteristics.

San Francisco Radio Broadcasters Association. Thirteen stations combined forces to produce "The Radio Market With a Golden Gait." Population of this sixth U. S. market (second market west of the Mississippi) has climbed from 2.6 million in 1950 to more than 3.7 million this



year, primarily in outlying Santa Clara, San Mateo, and Marin counties. From 1950 to 1958, while the city's spending rose 7 per cent, sales doubled in these "bedroom counties." Report covers auto ownership, tourism, diversified national origins of San Francisco's population, and competitive media data.

McGraw-Hill. "Business Plans for New Plants and Equipment—1960-1963," forecasts 1960 expenditures of \$37.9 billion for new plants and equipment, 16 per cent above 1959. U. S. manufacturers, says the report, plan to concentrate on efficiency, re-

BUSINESS' PLANS FOR NEW PLANTS AND EQUIPMENT 1960/1963

search, and modernization, and to increase capacity at a rate of approximately 4 per cent per year during the next three years. Data covering everything from actual operating rates for each year since 1954, to disposal of depreciation allowances, are given for each of 14 manufacturing industries. Planned 1960 expenditures for buildings and for machinery and equipment are also given for six non-manufacturing industries.

Bureau of Broadcast Measurement has released its estimates for spring, 1960, indicating Canadian population, households, and television households by province, city, and census division. Population and households are also given by county and subdivision.

Family Circle. "Intensely and primarily family oriented," "psychologically active," and "realistic in striving for a better life" are a few of the phrases used to describe readers of *Family Circle* as a result of "the largest motivational study ever conducted for a magazine." According to the Dichter study, the reader uses the magazine as "geared to her in-

mediate needs and scaled to her possible goals." Some 79 per cent feel that the magazine is "like me," and 70 per cent found *Family Circle* advertisements "very reliable." Replies to other questions indicate that readers feel it to be a "basic handbook for homemaking" and a "guide to action."

Independent News Co., Inc. A 10-years' comparison report covering 74 ABC-audited magazines shows single copy sales, subscriptions, and total circulation of each for second halves of 1949 and 1959. Average total circulation per issue of the 63 monthlies included rose 31.6 per cent between the periods reported.

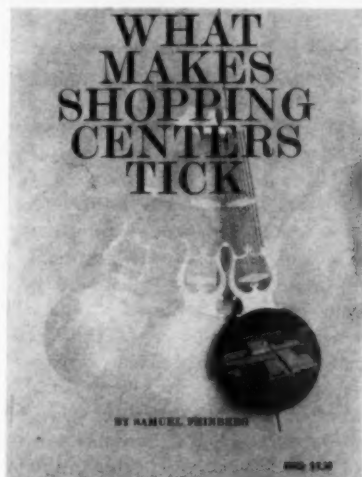
The Pulse, Inc. Out-of-home listening between January and March 1960 added 28.7 per cent to the in-home radio audience, the highest for any winter measured by Pulse. New York and Kansas City showed greatest out-of-home audiences among markets studied. Greatest gains over 1958 were registered by Kansas City, Dallas, Fort Worth, and Milwaukee. Listening in these markets brought the average up, more than offsetting minor drops in 11 of the 29 areas reported.

The Star Weekly. A four-part study compares effectiveness between various TV programs and a specific issue of *Star Weekly*, Canadian national week-end newspaper. Analysis covers audience, costs, sponsor identification and recall of TV programs and commercials, recall of 10 advertisements in *Star Weekly*, effectiveness of the two media, and opinion on various attributes of the two media.

True's "Beverage Industry Trends—May 1960" charts state-by-state sales of alcoholic beverages for the 10 years, 1950-'59. Report shows largest sales gains in the Pacific and Mountain States. U. S. totals show consumption of distilled spirits rising 18.4 per cent during the decade, wine consumption up 10.4 per cent, and use of malt beverages rising 5.3 per cent, while population climbed 17.1 per cent and personal spending jumped 60.7 per cent. Report shows

consumption of each of the three beverage categories for 1950, '58, and '59 by state and region, and regional consumption of distilled spirits by type for 1959. *True's* "1950 Liquor Report" and "Beverage Industry Trends—July 1960" are also available.

Women's Wear Daily has reprinted Samuel Feinberg's 110 articles on shopping centers in a 121-page booklet, "What Makes Shopping Centers Tick." Thirty-six articles trace the



rise of shopping centers from 1907 through today's battle between suburban centers and "Downtown." Nine articles cover center development in individual markets. \$2.50.

The Milwaukee Journal. Four-years' shifts in pulling power of 10 Milwaukee shopping areas and six department stores from each of 14 areas of the city are shown in "Greater Milwaukee Shopping Habits—1960." Percentages of families, living in each area, who shop *regularly, occasionally, and little or not at all* in the various stores and centers are listed, with projections indicating total families shopping in each location. Totals indicate that downtown drew 52,229 regular shopping families in 1960, compared to 55,780 in 1957 and 57,628 in 1958.

TV Guide. A two-wave study of readers and non-readers in 13 cities and towns indicates that *TV Guide's* audience is primarily the "selective viewer readers," who buy the magazine to make their viewing hours "maximally enjoyable and instructive." This selective viewer, says the report, is "apparently serious-minded about using his leisure time in an up-to-date and wholesome manner in other things beyond television. He seems to occupy a middle ground between highbrow and lowbrow, and between the constant viewer and the somewhat disinterested. However, he is not in the middle in respect to using TV to best advantage," says the report, but "the most determinedly national consumer of TV in the middlebrow world."

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Name of Report(s): _____

Your Name and Title: _____

Company: _____

Address: _____



Here's why IEN helps you reach the really important buyers in all industries

Only Industrial Equipment News has daily access to Thomas Register's listing questionnaires: the most detailed, up-to-date market picture of industry, its products and its men on the move.

From this list, we select the most worth-while companies and the most important buying influences within them.

As a result, IEN's circulation parallels the growth of the entire economy. No sudden spurts or lags. No uneven distribution.

You get circulation built on corporate purchasing power, with individuals broken down by both title and function and 100% verified.

When you advertise in IEN, you're reaching and being read by the best: more than 40,000 plants, in all types of industries — nearly 80,000 executives. Details? Send for our new, comprehensive Media Data File.



good for selling
... because it's
used for
buying!

BPA

NBP

INDUSTRIAL EQUIPMENT NEWS

Thomas Publishing Company
... 461 Eighth Ave., N.Y. 1, N.Y. ...
Affiliated with Thomas Register

PROMOTIONS AND PRESENTATIONS

Peters, Griffin, Woodward, Inc., brought their stations to the buyers—250 of them—at the representative's first two-day "Tape-O-Rama" in its New York office. Personalities, and examples of local news coverage and show business, representing 13 different television stations were put on a 90-minute tape and played back to the New York agency and advertising executives. Session, however, was not all business. Buyers were treated to refreshments, prize drawings, free dishes, popcorn.

WHIO-TV, Dayton. A viewer survey of this Ohio market indicates that "the people" like what they see on TV. Detective/adventure, variety/musical, and westerns led all other categories as first, second, third, and fourth choices of viewers asked to list their program favorites. Half listed one of these as first choice. Only 9 per cent voted for "news, panel, or forum" programs; only 7 per cent for "educational/informative" shows. Nearly 60 per cent, however, reported "regular" viewing of "20th Century." Only 12.5 per cent complained of excessive violence on TV.

Latter finding, incidentally, is backed by a separate seven-city survey by Television Personal Interviews. Although 56 per cent of the respondents control their childrens' viewing, 57 per cent of this group looked on television as a "good influence" on children, 26 per cent reported "no influence," and only 17 per cent thought it was "bad."

Rodale Press points up two growing markets in fact files on its publications. *Prevention* offers "almost 280,000 health-conscious subscribers, 45 and over." *Organic Gardening and Farming* serves 240,000 gardeners who "use nature's own methods and materials to grow more nutritious vegetables and fruits—more beautiful flowers." The firm is also introducing *Compost Science*, a new publication telling industrial and municipal managers how to convert large scale organic wastes into useful products through composting.

The Crown Stations. Some 65 five-man teams combed Manhattan in

cabs for clues to Crown's 1960 New York Treasure Hunt for agency buyers. Blasting off on signal from Central Park's Tavern on the Green, teams fanned out to find clues in such diverse spots as a dime-a-dance palace, a flea circus, and a bath tub in a TV studio (where a model was posing for a soap commercial). All taxi routes finally led back to Central Park, where first teams back struggled to open combination safes containing final clues. Jerry Rettig, time buyer for Grey Advertising, won the Volkswagen. His teammates, who won color TV sets, were Grace Porterfield, Benton & Bowles; Gloria Mahaney, J. Walter Thompson; and Mal Och, also of Grey. Runners-up took home everything from mink stoles and air conditioners, to movie projectors and cameras. Treasure hunts sponsored by the stations, KING, Seattle; KGW, Portland, and KREM, Spokane, were also staged in San Francisco, Los Angeles, and Chicago.

Richmond Times-Dispatch and News Leader have listed the number of food stores in major newspaper markets supplied by central warehouses of 43 leading chains across the country. For each chain, warehouse locations are listed alphabetically by state, with number of stores served by each, allocated by newspaper market. The A&P warehouse in Springfield, Mass., for instance, serves 49 stores in N. Y. C., 27 in Waterbury, 25 in Hartford, 21 in Springfield itself, and stores in each of eight other cities. Purpose is to indicate where newspaper space should be scheduled to give products from each warehouse "a proper degree of advertising support."

Peters, Griffin, Woodward, Inc. The 1960 "Spot Television Cost Yardsticks" gives television homes and costs of nighttime half-hours and announcements, daytime participations, and plans covering 1D's and minutes in each of 80 markets. Combined, these markets account for 89 per cent of U. S. TV homes. Folder includes average monthly temperatures for each month in each market and a seasonal map of the U. S., as aid in scheduling and copy changes for seasonal products.



In **LIFE**, in just 7 days, your black-and-white or two-color ad can be selling coast to coast—four to five times as fast as it can in any other general magazine.*

That's because **LIFE** is a weekly magazine of world events: it keeps its presses open longer, to bring its 18,950,000 families the latest news in great pictures.

So give us your plates any Wednesday. And on the next Wednesday, news of your product—a new price, a new competitive advantage or a new feature—will be reaching the homes that account for 38% of all dollars spent in the U.S. for consumer goods and services. Eighty-three advertisers have used **LIFE**'s fast close facility.

GO FAST... GO

LIFE

***LIFE**'s seven day fast close facility is now available at a 5% premium over regular rates.

NEW EQUIPMENT DIGEST

A Penton Publication

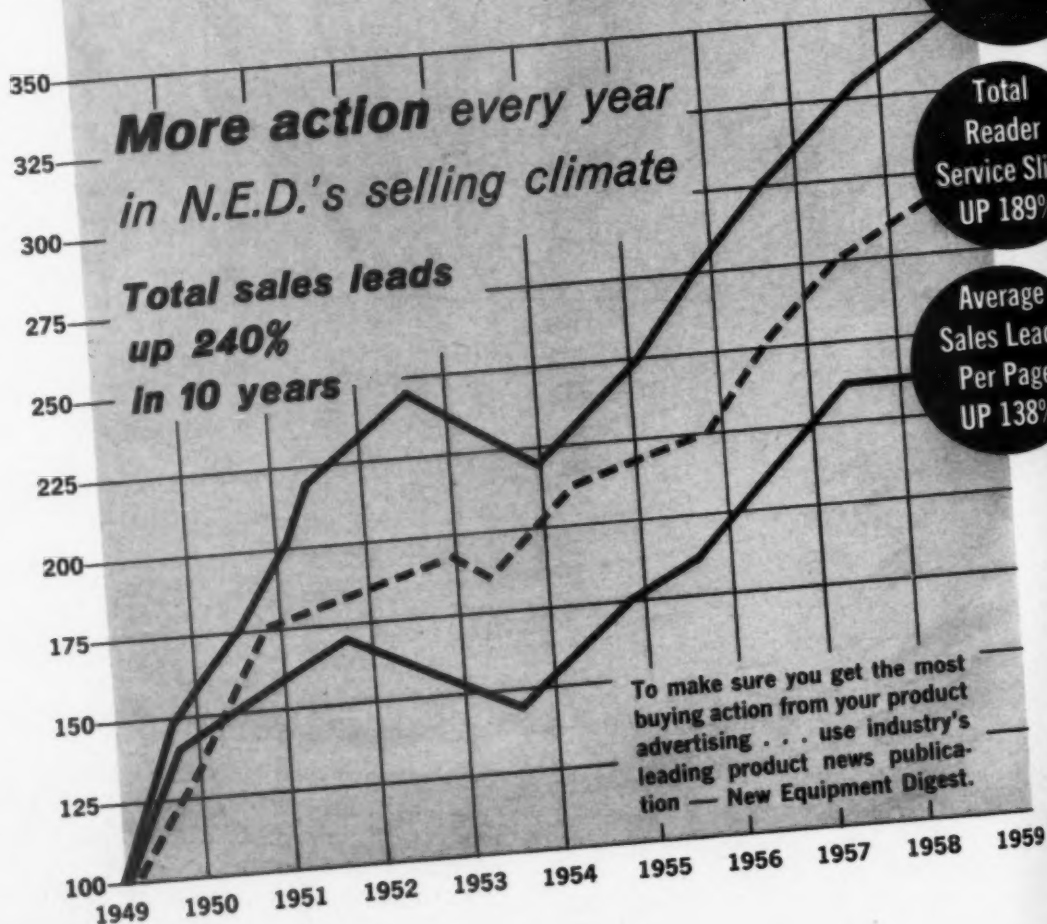
EQUIPMENT

MATERIALS • PROCESSES • DESIGNS • APPLICATIONS • LITERATURE

CHECK AND PASS ALONG

NAME	DATE

Use Inquiry Slip—Pages 8 and 104



NEW PORTFOLIO NOW AVAILABLE



An up-to-date picture of industry's most important and most active buying group . . . what they read, the kinds of information they look for, how they like it presented. Also contains latest data on N.E.D. market coverage with proof of readership and advertising effectiveness in all industrial markets.

A PENTON Publication, Penton Building, Cleveland 13, Ohio

NEW EQUIPMENT DIGEST



BPA

Now over 86,000 copies (total distribution) in over 46,000 industrial plants

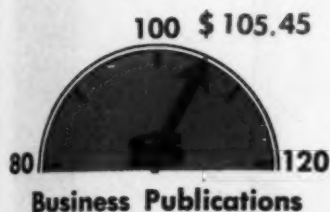
Media/scope's

Advertising Cost Index

Reported by Media/scope's Research Department

Ad Rate Changes:

June 1959 to June 1960



The advertiser using a typical schedule in business publications had to increase his allocations for space cost \$5.45 in June 1960 for every \$100 spent a year earlier. Within the same time period, circulation increased 2 per cent and cost-per-thousand circulation went up 3 per cent.



To duplicate the identical consumer magazine schedule of June 1959 in June 1960, the advertiser had to increase his allocation for space costs 7.32 per cent. Circulation and cost-per-thousand circulation have both risen during the past 12 months—4 per cent and 3 per cent.



In June 1960, daily newspapers' national advertising display rates were 2.51 per cent higher than in June 1959. Circulation and cost-per-million circulation are up only slightly over mid-1959. Circulation rose 1.1 per cent while cost-per-million circulation rose 1.4 per cent.



In order to repeat the average spot radio advertising schedule of June 1959 in the identical stations in June 1960, the advertiser had to invest 4.99 per cent more for time costs than he did a year earlier. By contrast, June 1959 time costs were less than one-fourth of one per cent higher than June 1958.



For every \$100 invested in spot television time in June 1959, the advertiser had to increase his appropriation \$11.40 to repeat the same schedule in June 1960. This compares with an increase of 10 per cent in June 1959 over June 1958, and a 3.3 per cent increase in June 1958 over June 1957.

Note: in all meters \$100 = unit cost for June 1959

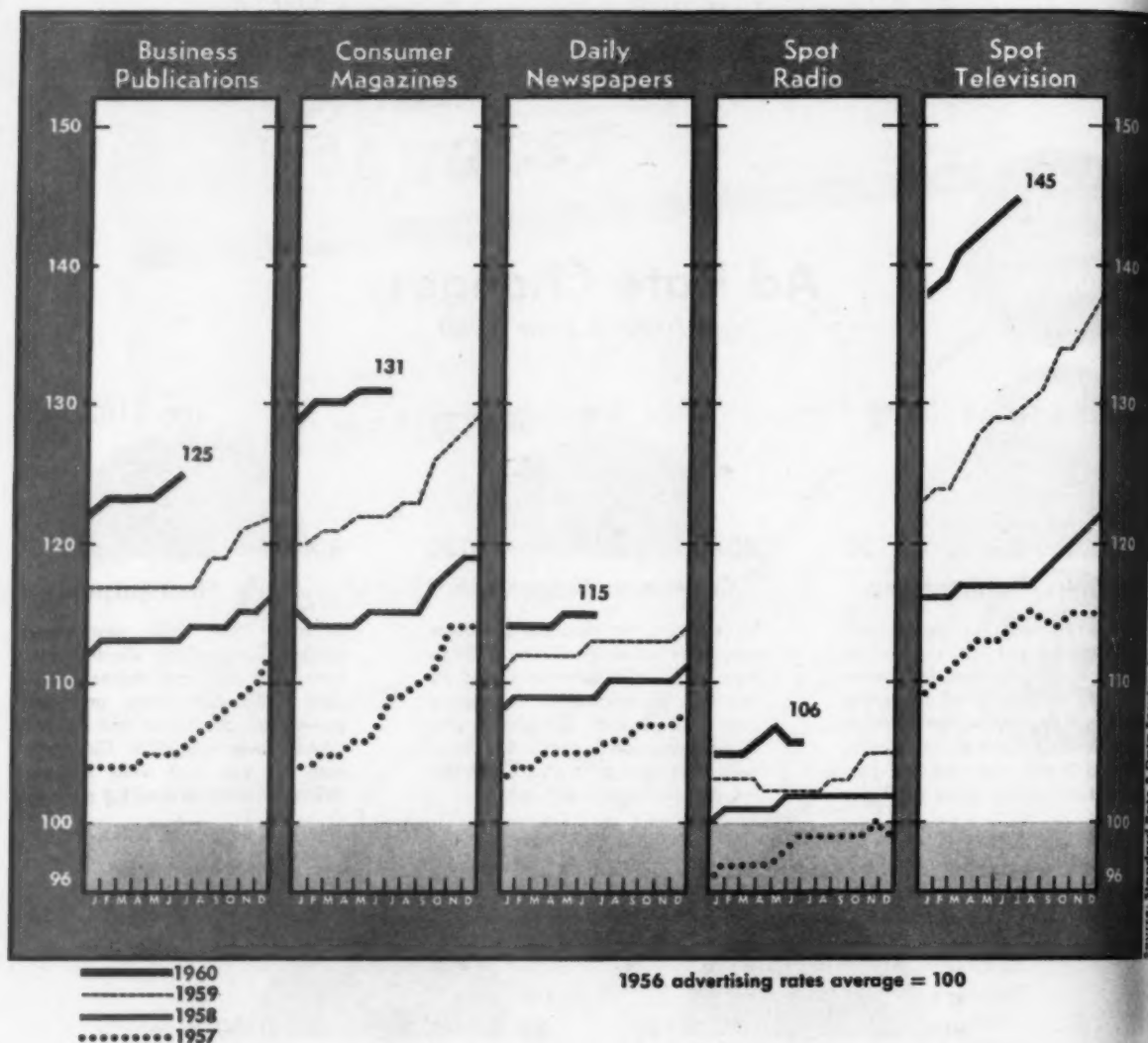
Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

Media/scope, August 1960

Ad Rate Indexes:

Long-term Trends



Business Publications

By June 1960, business publication basic black-and-white page rates were 25 per cent higher than in 1956, the base year. Cost-per-thousand circulation has risen less than 9 per cent, while total circulation has increased more than 14 per cent during these four years.

Consumer Magazines

Since the 1956 base period through June 1960, consumer magazine basic black-and-white page rates have increased almost one-third. Accompanying the rise in rates has been a 14 per cent boost in total circulation, which has resulted in a 15 per cent increase in cost-per-thousand circulation.

Daily Newspapers

Daily newspaper national display rates have risen less than have advertising rates of other print media between

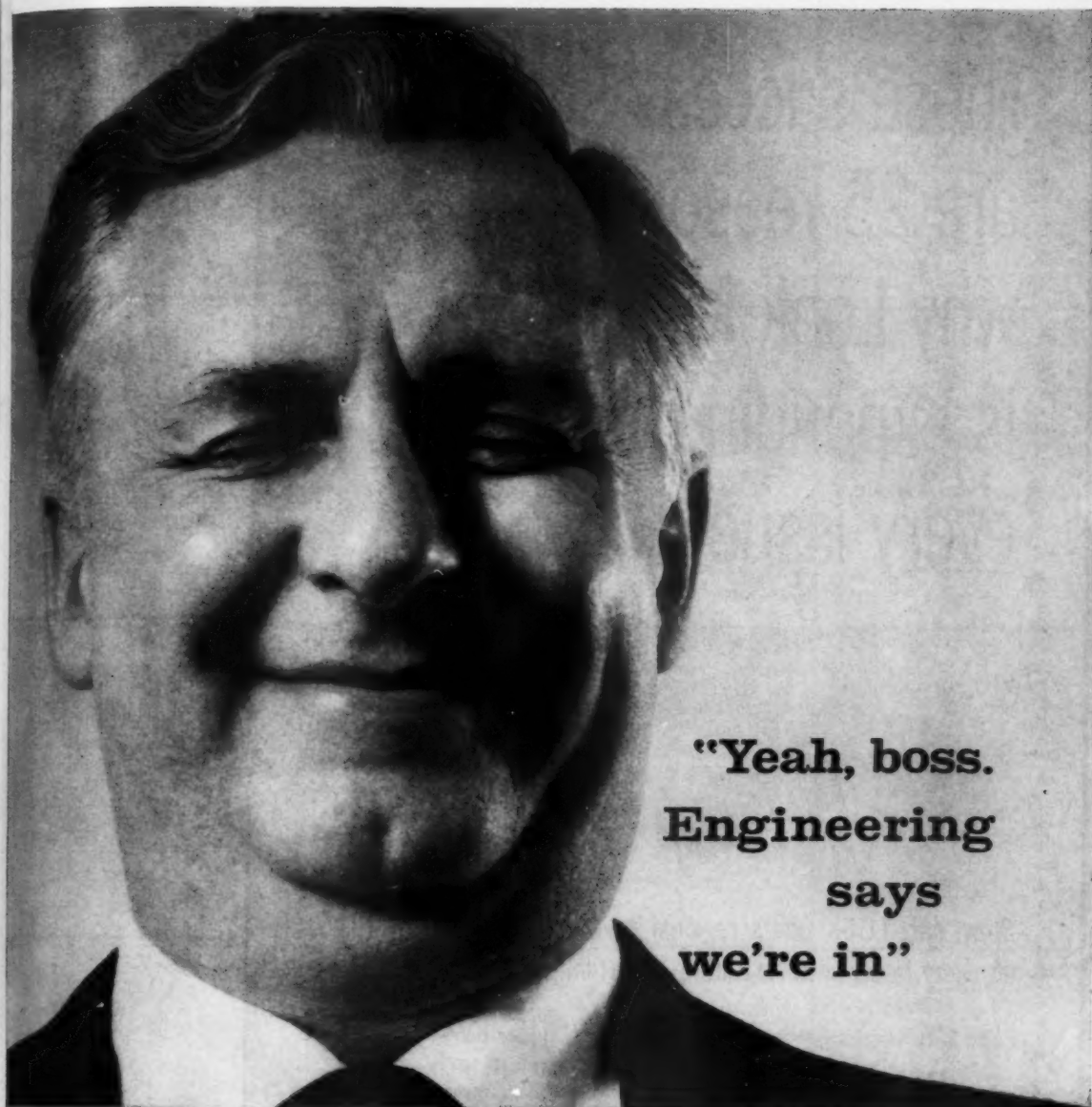
the 1956 base year and June 1960. Daily newspaper line rates are 15 per cent above the base period. Circulation has gone up about 2 per cent, while cost-per-million circulation has risen almost 13 per cent.

Spot Radio

Spot radio time charges have moved slowly upward since the 1956 base period, and are now 6 per cent higher than four years ago. Last year, in mid-1959 spot radio rates were just a shade higher than mid-1958, both about 1 per cent above the 1956 base year.

Spot Television

Although national advertising rates for most media tended to level off in 1960, spot television prime time rates continued climbing. Since mid-1958, they have shown an almost continuous rise. By June 1960 they were 45 per cent higher than in 1956.



**"Yeah, boss.
Engineering
says
we're in"**

"Easy, fella. That's only half the sale."

The sales manager knows it takes two sales to get the business.

1. You have to get your product on the Approved List. Engineering or production or maintenance *and* purchasing executives are all involved here.

2. Then you have to sell *purchasing* on your company and your services — to get your share of the business.

One of the most effective ways to make *both* sales is to advertise regularly in **PURCHASING**, the methods magazine that for 44 years has helped industrial buyers in all phases of their

work. This is the magazine they read for trends, background of the news, and for ideas on systems, inventory control, legal aspects of purchasing, and such important techniques as value analysis.

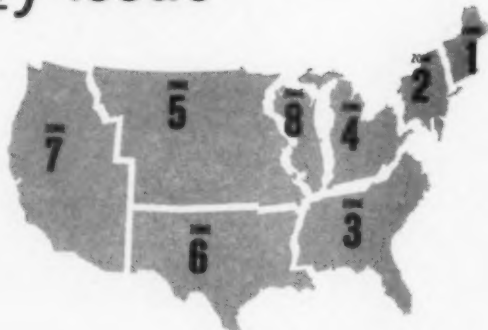
PURCHASING MAGAZINE

A CONOVER-MAST PUBLICATION

205 East 42nd Street, New York 17, New York
the methods and news magazine for industrial buyers

PURCHASING Magazine's ten full-time editors represent a full century of practical purchasing experience. They speak with authority. They are read with intensity.

These success stories are 25 reasons why Look Magazine is expanding to every issue



Now, only LOOK offers regional coverage to every advertiser in every issue, on a no-waiting, insertion-guaranteed basis

The 25 advertising success stories on these pages prove the power of LOOK's Magazone to sell goods and services in virtually every classification. Though marketing goals differ among these 25 advertisers, the record of success is the same.

Magazone, providing advertisers with eight sales areas available individually or in *any* combination, has turned a new marketing idea into a practical, effective reality.

Because of the tremendous demand for it, Magazone insertion can now be guaranteed in *every* LOOK issue—without waiting, without partners. For the complete, documented story on the 25 case histories cited—and many others—contact your LOOK representative. We'd like to publish *your* Magazone success story soon.

LOOK

New York — Murray Hill 8-0300 • Chicago — Central 6-8127 • Hartford — Chapel 6-5409
Minneapolis — Federal 9-0371 • Detroit — Trinity 5-2786 • Cleveland — Main 1-3698
Pittsburgh — Express 1-3036 • Philadelphia — Market 7-2587 • Atlanta — Trinity 2-9017
Dallas — Riverside 8-7409 • Los Angeles — Webster 3-8191 • San Francisco — Garfield 1-4960.

ARBOR HOMES

Received over 1,000 high-quality responses to its ad at a "cost per inquiry less than 1/2 that of our regular TV promotion."

ZONE 1

GRANT BATTERIES

"Grant advertising in LOOK has made better customers of old ones and added new dealers for us." New jobbers and dealers led to substantial sales increases.

ZONES 5, 8

MAIN LINE HOMES

Coupon ad drew over 5,000 responses which "led directly to the sale of over \$500,000 worth of homes."

ZONE 2

NATIONWIDE INSURANCE

Every report indicates campaign was "the greatest sales aid we have ever devised." Regional sales managers say LOOK ads had "terrific impact on public."

ZONES 1, 2, 3, 4, 8

STEERO BOUILLON CUBES

Sales increase was "more than double normal rate of growth" in the first month of LOOK advertising.

ZONE 7

BYRD APPLES World's largest apple grower found "ad gave the salesman a perfect entry—and more important—a sales clincher!" ZONES 3, 6	DU BOUCHETT CORDIALS Jobber enthusiasm led to "heavy merchandising to the trade by all our salesmen . . . the ultimate of what we would like at all times." ZONES 5, 8	FEDERATED MUTUAL INSURANCE "With the power and prestige of LOOK, agents won a much higher percentage of interviews than on cold calls. Our ad dollar has never brought greater results." ZONES 3, 5	GLIDE CONTROL On the strength of the response to its first ad, the company is "making LOOK Magazine our number 1 advertising medium in 1960." ZONE 1
HOFFMAN TV Limited dealer listing ad "established Hoffman as the dominant line" in many leading furniture and department stores where it had spotty distribution previously. ZONES 6, 7	KESSLER-HUNTER DISTILLERS "The announcement of the Magazine campaign was literally met with cheers and enthusiastic applause from our salesmen." ZONE 7	KING STORES Reports enhanced prestige, impact and long-lasting effectiveness. "Sales increases were greatest where our LOOK ad appeared." ZONE 1	LESLIE SALT Chose LOOK to promote new high-fashion approach to selling salt. Report "ad was an important factor in sales jump." ZONE 7
MARYLAND CLUB COFFEE "Association with LOOK has given us an advertising 'showcase' never before possible via newspapers and spot television." ZONE 6	MICHIGAN STATE APPLE COMMISSION Ad "pleased growers, built brand identification, created dealer interest, and, finally, promoted the sale of our apples." ZONES 4, 5, 8	MOGEN DAVID WINES Advised both nationally and regionally in LOOK. Reported: "Substantial sales increase in those markets which utilized LOOK Magazine." ZONES 3, 4, 5, 6, 7, 8	MOTHER GOLDSTEIN WINES Found "definite sales increases directly traceable to our Magazine ad." Ad also helped build better brand image. ZONE 1
NEW BEDFORD SEAFOOD COUNCIL "Chain stores, independents and wholesalers report scallop sales increases of 20% to 200% over the same period last year." ZONE 1	RESINOL Received "over 1,000 responses" to half-page coupon ad for medicinal skin ointment. ZONE 8	SHAW SHOES Agency reports "tremendous enthusiasm by distributors, salesmen and retail stores." Use of merchandising material by stores was three to four times greater than ever before. ZONE 4	SLUMBERLAND MATTRESSES Dealer-listing ad "paid for itself 100 times over" and markedly enhanced the prestige of the product. Follow-up ad caused record-breaking sales. ZONE 1
TASSETTE Hidden offer drew over 1,000 requests, many from people who said they were aware of the product before, but "didn't pay any attention to it until it appeared in LOOK." ZONE 1	VENT-AIR CONTACT LENSES "A sharp upswing in business" in the weeks after the magazine hit newsstands attributed to LOOK ad. Company has expanded the promotion to other LOOK Magazines. ZONE 3	N. E. VOLKSWAGEN DISTRIBUTOR "Our dealer organization feels that LOOK is one of the best media to bring the Volkswagen story to the American public." ZONE 1	ZAYRE DEPARTMENT STORES "Our first LOOK ad was so successful, it made us a regular advertiser." Improved employee morale helped push sales to peak levels. ZONE 1

METROPOLITAN
WATERLOO
NOW ONE
OF IOWA'S
**TOP
3**
100,000
PLUS
MARKETS

Federal Census
shows Black Hawk
County, **WATERLOO**,
now has a population
of 121,575, a 21 per
cent gain over
1950.

Black Hawk County, Waterloo, now
ranks third in the state, moving up
from fifth position in 1950.

Waterloo and Black Hawk County —
Iowa's great industrial and agricul-
tural center — is now larger than
Scott County, Davenport, or Wood-
bury County, Sioux City.

**WATERLOO
DAILY
COURIER**

AN A. C. NIELSEN TEST MARKET

PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
Agencies		
George R. Coleman.....	Norman, Craig & Kummel, Asst. V. P., Broadcast and Print Media	Norman, Craig & Kummel, Asst. V. P., Mgr., Media Services
Jane de Munnik.....	Brooks Advertising Ltd., Toronto, V. P., in Charge of Media	Brooks Advertising Ltd., Toronto, Exec. V. P., Comptroller
Anthony C. DePierro.....	Geyer, Morey, Madden & Ballard, Special Asst. to President	Geyer, Morey, Madden & Ballard, V. P. in charge of Media
Clark Ford	J. Walter Thompson, Senior Print Buyer	Lennen & Newell, Asst. Media Dir.
Ben C. January.....	Taylor-Norsworthy, Dallas, Radio, TV Dir.	Clark, Dunagan & Huffhines, Dallas, Media Dir.
Richard P. Jones.....	J. Walter Thompson, V. P. and Media Manager	J. Walter Thompson, V. P. and Director of Media
George Kern	McCann-Erickson, Inc., N. Y., TV-Radio Acct. Exec.	Grant Advertising, Inc., N. Y. Media Dir.
Ralph Klapperich	Knox Reeves Advertising, Minneapolis, Media Dir.	Knox Reeves Advertising, Minneapolis, V. P., Media Dir.
Katherine L. Knight.....	Gordon Best Co., Chicago, Chief Radio-TV Time Buyer	Roche, Rickard & Cleary, Chicago, Radio-TV Time Buyer
Helen Macarthy	Nahas-Blumberg Corporation, Houston, Copywriter	Nahas-Blumberg Corpora- tion, Houston, Media Dir.
Herbert D. Maneloveg.....	Batten, Barton, Durstine & Osborn, Inc., Media Dir.	Batten, Barton, Durstine & Osborn, Inc., V. P., Media Dir.
Joel L. Martin.....	Gordon Best Company, V. P.	Edward H. Weiss & Company, Chicago, Mktg. V. P.
W. S. Mowat.....	McCann-Erickson, Toronto, Senior V. P.	Batten, Barton, Durstine & Osborn, Mgr., Montreal
Howard G. Sawyer.....	Chirurg & Cairns, Inc., Boston, Vice President	Marsteller, Rickard, Gebhardt & Reed, V. P., Marketing Services
Armella Selsor	North Advertising, Asst. Media Dir.	Edward H. Weiss & Co., Chicago, Media Super- visor
William R. Simon.....	University of Chicago, National Research Center	Sidney Clayton & Associ- ates, Chicago, Resch. and Media Dir.
Norman H. Strouse.....	J. Walter Thompson Co., President	J. Walter Thompson Co., President, Chief Execu- tive Officer
Myrtle M. Tower.....	WMGM, Exec. Asst. to Sales, Service, Traffic Mgr.	Lambert & Feasley, Inc., Business Mgr., Radio-TV Dept.
Paul Zappert	Lennen & Newell, Inc., Print Buyer	Lennen & Newell, Inc., Asst. Media Dir.
Advertisers		
Jack A. Bain	Century Electric Co., St. Louis, Sales Promotion Exec.	Century Electric Co., St. Louis, Adv. Mgr.
Theodore G. Bergmann.....	Parkson Advertising Agency, Inc., President	Revlon, Inc., V. P., Advertising
Oscar R. Boock.....	Miller Brewing Co., Milwaukee, Media Supervisor	Miller Brewing Co., Milwaukee, In-Market Adv. Mgr., Eastern Area
Marshall Smith Lachner	B. T. Babbitt, Inc., President	Revlon, Inc., Senior V. P.
William C. Martin, Jr.....	Congoleum-Nairn Inc., Asst. Sales Mgr., Forecast Rotogravure Vinyl Products	Congoleum-Nairn Inc., Dir. Adv. Sales Promotion
Media		
Richard E. Deems.....	Hearst Magazines, Exec. V. P.	Hearst Magazines, President
Max Falk	The New York Times, National Adv. Mgr.	The New York Times, Adv. Mgr.
Warner R. Moore.....	Warner Moore Associates, Philadelphia, President	Million Market News- papers, Inc., President



SHOPPING for SHOES

MOST BUFFALO WOMEN read the News as a guide to shopping . . . they told the interviewers in a recent comprehensive survey of newspaper readership and acceptance . . . and approximately two-thirds of these consult the News for all the things they buy both as the family purchaser and for themselves. In the case of women's shoes, 65% in Buffalo city and suburbs "look at the News first".

The NEWS brochure "NEWSpower" based on survey by Carl J. Nelson Research Inc., gives you the details on the buying habits of Buffalo area housewives. Write for your copy or ask your Kelly-Smith Man.



BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

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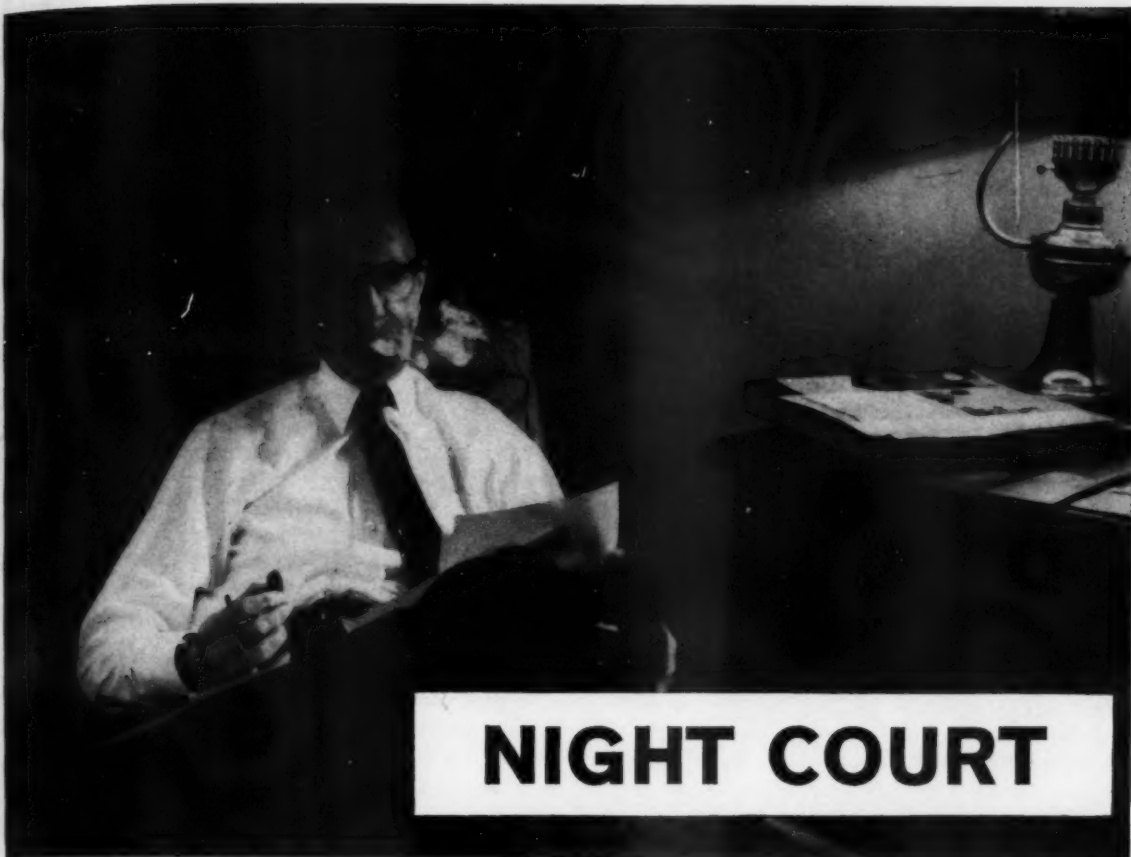
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NIGHT COURT

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... where competent evidence of media values wins your case

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YOU ARE THERE *selling by helping people buy*

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the national authority serving the media-buying function

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MORE TRENDS IN MEDIA-BUYING

PRACTICES IN THE BUYING of media are constantly changing. In addition to the trends noted in this space in June, here are current developments:

1. TV as a Spot Carrier. The trend toward fragmentation of television network programs among several advertisers has increased to the point where there are now only 10 programs that are sponsored by a single product. Now 25 per cent of the weekly nighttime half-hours offered by the three major networks are sponsored in less than half-hour segments, compared with 15 per cent in 1959 and 11 per cent in 1958. (See "Why Trend in Network TV Is to Multiple Sponsorship" elsewhere in this issue.) One implication from this trend is that there is less chance of an advertiser's influencing the content of the program. Another is the dilution of identity between the advertiser's product and the program. A third is that there is more opportunity for advertisers with modest appropriations to use this medium, and more flexibility for the advertisers that sell several brands.

2. Flexibility in Media Pricing. Media rates are becoming more flexible, to the advantage of both advertisers and the media themselves. This is obvious in the case of general magazines, where split runs and sectional buys have opened opportunities for advertisers with regional distribution to use these media without paying for what is to them waste circulation. The media have also profited; it is estimated that some \$75 million will be invested by advertisers in sectional space and geographic split runs in 1960. There is also ferment in the radio field, where the rapidly increasing number of new stations is providing intense competition for the advertiser's dollar. (It is estimated that there will be 300 new listings in SRDS of AM and FM stations and combination buys this year, in addition to the 3,500 total listings at the beginning of 1960.) Advertisers and agencies have their men on the road bargaining for lower than card rates, and there are even a few so-called radio consultants who make a business of this activity. In the newspaper field, some progress has been made in the promotion of a Continuity-Impact-Discount plan designed to encourage continuity in newspaper advertising. A major and an old problem persists, however, the differential between rates charged to national and retail advertisers. (See "A National Advertiser Looks at Newspapers," by Anton W. Bondy, April MEDIA/SCOPE.) A recent development in pricing was the offer to newspapers by one New York agency of a client's multi-million dollar four-color campaign contingent upon special discounts. A large majority of the 60 newspapers concerned accepted the campaign, but some turned down the business.

3. Buying Prospects Among Media Audiences. Media buying is advancing rapidly beyond the stage of

numbers and cost per thousand. The spotlight is now on how many buying prospects are in the audiences of media. This has been seen in the Magazine Advertising Bureau's study, "The Profitable Difference." The study concentrates the tendencies of audiences of consumer magazines and network television shows to buy 18 specified products. This aspect of media is emphasized in a new syndicated service produced by one national research firm which reports on the buying by its panel members of a long list of food and household items and how this buying is related to their viewing of net TV shows and their reading of consumer magazines and national newspaper supplements. The buying potential of audiences has long been depicted in one way or another, but progress comes slowly. Daniel Starch's "Consumer Magazine Reports" have for years reported the possessions of various appliances and other items by the households of the publications studied and the recency of their purchases.

4. Automation. More large agencies are installing electronic machines to perform in the media-buying process some of the functions that formerly were carried out by hand. In one large agency, for instance, the ability of machines to sort out stored facts fast, and organize them into usable form, is now applied daily to media estimates, client billings, payments to media, and allied accounting reports for newspapers, spot radio, and spot television campaigns. In another agency, machines tabulate and profile all types of market research studies, prepare agency and talent pay rolls, cost accounting reports, expense analyses. Agencies have found that for most economical use the machines must be applied only to operations in which the same stored information must be reproduced again and again. They have also found that the functions of several agency departments, such as media research, traffic, and accounting, must be integrated so the machines can be used for several purposes.

5. Population Changes. Most spectacular of the changes now taking place is that in population, essentially the shift from metropolitan centers to the suburbs. This trend brings not only changes in the character of these markets, but also changes in the nature of the media serving them. It has meant an increase in broadcast stations in the suburbs and the growth of the audiences served by existing stations. For some metropolitan newspapers, it has meant losses of circulation in city centers and gains in suburban circulation, but the latter only after strenuous and ingenious campaigns. Growth of the suburbs with their vast complexes of shopping centers and bus lines has had a profound effect upon outdoor and transportation advertising. New media have come upon the scene, such as one which provides supplements for newspapers which have essentially suburban circulations.



No place for a lady

Pool rooms pack a lot of atmosphere. But it's hardly the kind to put a lady in the mood to buy.

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